

Research Article

Entrepreneurship Development of Women Farmers Luhur Lestari Group in RT 01 RW 02 Cipicung Village, Baleendah District, Bandung Regency

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ORCIDPuti Renosori: <https://orcid.org/0000-0002-0523-4573>**Abstract.**

The main objective of the entrepreneurship development program at KWT Luhur Lestari is to utilize the potential of existing resources into productive activities that add value to the family economy. The first program was carried out by improving organic waste management, namely composting waste as well as urban farming with the organic tower garden (OTG) method. The second program was to improve culinary business skills in processing crops, especially cassava. So far, most of the crops are sold raw to collectors at low prices or processed into traditional foods. The method applied in implementing this community empowerment program is the participatory approach method, which means that partners are involved in every stage of the activity. The activities carried out are improving food processing skills, training in simple financial administration, and online marketing. Improvement of skills is done by the direct practice of making food so that the food has a good taste, is more interesting, creative, *halal* and *thayyib* (good for body health). This empowerment program has succeeded in increasing the entrepreneurship of “sublime sustainable” KWT members. KWT “sublime sustainable” has created a business division, whose members are active in entrepreneurship. Furthermore, assistance is carried out through discussions to overcome obstacles, evaluation of business activities, and food diversification. This empowerment has improved the family economy and KWT.

Keywords: empowerment, OTG, entrepreneurship

1. Introduction

The phenomenon of the contribution of women in the public sector is increasing. The reason is because of the increase in population, wider open job opportunities, the desire to work which is triggered by household economic conditions [1]. Women who take an active role in earning a living are proven to be able to help their family's food and economic needs, but their presence is still not taken into account, for example in

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the agricultural sector [2]. Therefore, it is necessary to empower women so that their understanding of both their knowledge and skills and their independence can increase [3].

Empowerment of women is an important issue in the last decades of the twentieth century that is ongoing in all countries in the world [4]. Women's empowerment is the process of making and supporting women to be active independently and collectively, and have more knowledge in order to overcome gender inequality [5]. Empowerment of women in economic terms is absolutely necessary to improve their status in society [6]. Based on previous research, entrepreneurship is a tool to empower women, empowering women through entrepreneurship can involve three important factors, namely access to resources and markets, actual ownership, and active supervision [7]. Empowerment contributes positively to entrepreneurship because the results of an attitude of empowerment are active, persistent, and change-oriented behavior which are attitudes that must be possessed by an entrepreneur [8].

Entrepreneurship is the process of innovating and/or identifying opportunities to create higher and unique added value in a form of product (goods and/or services) that can satisfy human needs in order to generate profits instead [9]. The key to the success of an entrepreneur is to have a vision, work ethic, resilience, positive attitude, enthusiasm and creativity [10]. One of the important things is creativity, because in the product life cycle, it must experience a decline in sales. Sales can drop to zero, or stay low, so creativity is needed to survive. A product can enter a decline stage and then be recycled back into a growth stage through strong promotion and repositioning [11]. Entrepreneurship development in the community can be carried out through the use of community entrepreneurial competencies so that they can understand the various available capital resources and can help push the community towards a better future [12].

KWT Luhur Lestari is a women's farmer group located in the Cipicung Village area, RT 01 RW 02, Baleendah Village, Bandung Regency. This area has a problem of waste that has not been managed properly, waste management is carried out through a collect-transport-disposal pattern, and household waste collection is still collected at unofficial TPS, and often the Sanitation Service officers are late to pick up waste from what was scheduled, this causes dirty TPS conditions, lots of flies coming and a strong smell of garbage. KWT mothers have great potential to reduce waste problems in their environment, but empowerment is needed so that KWT mothers are directed to achieve the goal of managing waste in their environment.

The LPPM UNISBA Community Partnership Program (PKM) team in 2021 has previously served to reduce the waste problem in the area while increasing the added value of waste by means of training on waste management for residents, establishing a waste bank, and maggot cultivation. The program continues to this day, and according to the head of KWT Luhur, the number of residents who sort waste continues to increase. This is because the awareness of citizens to protect the environment and a sense of mutual cooperation has increased. So with the existence of a waste bank, the problem of inorganic waste in the region has been quite resolved. However, for the problem of organic waste that has been used as feed for maggot cultivation is not optimal, because most of the KWT mothers are still afraid to hold maggot maggots so that they are less attractive to mothers. Therefore, we need a more practical and effective way to process the organic waste.

A more practical and effective way to process organic waste is by composting organic waste as well as growing vegetables using the *Organic Tower Garden* (OTG) method. The OTG method was chosen because of its convenience / practicality, and does not require large land and there is an element of beauty. The KWT mothers can directly put the wet waste from the kitchen into the paralon in the middle of the OTG tool. From the OTG method of composting, liquid compost and solid compost can be produced. The compost produced will be useful for *urban farming* and the results can be sold.

The motivation of KWT Luhur Lestari members in entrepreneurship has also increased, this is due to the covid 19 pandemic which has caused family income to decrease but their needs are increasing, so these KWT members have culinary business activities that are managed modestly from local plantation products, namely processing cassava into products. Processed cassava such as cassava chips. If the plantation products are processed better through training and business assistance from the relevant agencies, the plantation products will have higher added value and are more innovative. The training can be done through education in processing halal and *thayyib products* such as using natural dyes in food. This is in accordance with Allah's command in the letter Al Maidah verse 88 which means: "And eat food that is lawful and good (*thayyib*) from what has been provided for you and fear Allah and you believe in Him. This is taught to get used to producing halal and *tayyib food* so that business becomes a blessing.

Therefore, in order to optimize the potential and entrepreneurial resources of local plantation products, it is necessary to empower through entrepreneurship development so that it can improve the economy and creativity to become an entrepreneur. So the Community Partnership Program Team (PKM) of LPPM UNISBA in 2022 empowered the Luhur Lestari Women's Farmer Group through training and mentoring to increase the

added value of waste and increase the entrepreneurship of KWT women. with an organic waste composting program as well as *urban farming with the Organic Tower Garden (OTG)* method, training to process garden products into value-added culinary businesses through entrepreneurship and production training, simple financial management, and training on how to produce, package, and present culinary products.

2. Methodology

This PKM activity is a continuation of the PKM activity from the previous year. The method used to achieve the expected goals is through the Participatory Rural Appraisal (PRA) method. PRA method is a method or approach to analyze life problems through the formulation of real plans and policies through the participation of the community together [13]. The method is carried out with the following steps:

1. Doing a survey

The survey was conducted to see the potential of the village and the use of local commodities and their problems, then a solution was formulated to overcome the problem, namely by holding training so that residents are able to independently utilize the potential of their area.

1. Identify Culinary Potential for Development

This stage, after collecting ideas, then selecting raw materials with available local food ingredients and the type of food to be made more specifically, also designed regarding the desired design and quality.

1. Training Preparation

This stage is how to prepare for the procurement of the necessary tools, preparation of *pretest*, *posttest* and training materials. Procurement of equipment, namely the equipment needed for the implementation of waste composting with the OTG method as well as procurement of tools and materials to make processed cassava.

1. Training Implementation

The training stages are carried out by increasing the knowledge of training participants about waste and its use (existing waste management patterns, difficulties, hazards due to waste and various uses, such as compost from organic waste, recycled paper, etc.) followed by training and composting practices. waste using the OTG method . Not

only that, training in business management and entrepreneurship is also carried out so that the participants can manage their business well.

The planned training is as follows:

1. Entrepreneurship and Production Training

This training is intended so that the trainees are able to cultivate an entrepreneurial spirit and spirit in themselves through proper self-introduction, introduction of the factors that encourage and inhibit the development of an entrepreneurial spirit and spirit, introduction of psychological characteristics and entrepreneurial behavior, and introduction of how to motivate themselves to become entrepreneurs.

1. (a) Simple Financial Management Training

This training is intended to assist participants in trying to be able to manage finances , so that businesses are expected to have orderly administration, especially good financial records. Furthermore, participants can prepare financial reports properly so that they can assess their own financial performance.

1. Marketing Management Training

Training on marketing management will provide understanding in organizing marketing activities better, paying attention to all components of marketing activities such as: product, place, promotion and price. This training will also introduce several marketing strategies that will assist participants in carrying out their business activities .

1. Training in producing, packaging, and serving culinary products.

First, explain the principles of making food that is clean thayyib/healthy and attractive. In order for thayyib food to attract raw materials, it can be given food coloring that meets the requirements or natural dyes. In this case it will be explained that food coloring is not expensive because it is used in small quantities. This is so that the business becomes truly blessed.

After the business management training was carried out, it was followed by direct practice of making processed garden products. This hands-on practice activity aims to practice the material that has been delivered by the resource persons and participants become more aware, so that the knowledge gained can be applied.

1. Implementation in Business Activities

Implementation of business activities is carried out by implementing entrepreneurship, by:

1. The practice of composting organic waste as well as growing vegetables using the OTG method. Vegetable crops and compost can be used for family and entrepreneurial needs.
2. Implementation of training results in culinary business activities.

3. Mentoring and Business Development Efforts

The mentoring process is intended to motivate and help overcome the obstacles faced for the improvement and development of the flow chart business.

3. Results and Discussions

The results of the implementation of this PKM activity will be explained in the description below.

3.1. PKM Activity Preparation Results

The preparations made before the training, especially the procurement of equipment and materials needed as well as the preparation of training materials. The equipment provided is equipment for composting waste with the OTG method as well as equipment and materials for cake making purchased at a cake supply store, except for some cake molds purchased *online* because they are not available at cake supply stores in Bandung. While the procurement of food packaging equipment to make food more durable, namely a vacuum sealer, we discussed with PKM partners about the specifications needed. Meanwhile, the training materials are intended to motivate them to become entrepreneurs and manage finances, so that they have orderly administration, especially good financial records.

Procurement of OTG equipment requires the main tool, namely a 25 kg paint bucket. 36 buckets of used paint were purchased, to make 12 OTGs, because to make one OTG, three buckets of used paint were needed. In addition to used buckets, other equipment is procured for OTG. The creation of this OTG was assisted by children from the Baaitul amal Islamic boarding school in RT 01 and residents. Pictures of OTG manufacture can be seen in **Figure 1**.



Figure 1: OTG creation.

3.2. PKM Activity Training Results

The training was held in a multi-purpose building, attended by 41 participants. This training activity was initiated by giving the participants a *pretest questionnaire* to determine the knowledge of the participants before the training. The activity of filling out the *pretest questionnaire* for the participants is shown in **Figure 2** below.

Pretest questionnaire was filled out and then explained the entrepreneurship and production training materials, simple financial management, marketing management and materials for making OTG. Presentation of the material while being asked questions so that interaction occurs between presenters and participants. After the material session, then a question and answer session was held, to give participants the opportunity to ask questions. One of the material presentation pictures can be seen in **Figure 3**.

In addition to being given training materials, the participants were given marketing management training practices, namely how to make processed product packaging to make it durable, which was guided by the Agricultural Extension Agency which is the supervisor of KWT Luhur Lestari. Shown in **Fig 4**.

The practice of processing garden products in the Baleendah area, namely cassava into various types of interesting foods such as market snacks, cassava tarts, prol tape, cassava leaf chips, and in this training the emphasis is on making cakes using natural ingredients, not using special dyes, which can be seen in **Fig 5**.



Figure 2: Pretest Questionnaire Filling.



Figure 3: Materials for Making OTG by Mrs. Puti Renosori.

These practical activities are carried out so that the material that has been delivered by the presenters can be understood and applied by the training participants. Next, handover goods for *urban farming* and composting, namely the OTG method, equipment for making cakes and *spinner* tools for draining oil so that food is more durable, and other equipment needed by KWT Luhur Lestari. The Handover Activities are shown in **Fig 6**.

Evaluation of the training was carried out by means of interviews and observations to find out the responses of the participants after the training, while mentoring was carried out by means of discussions which aimed to help overcome the obstacles faced in processing the results of composting waste through *urban farming* and in processing cassava both for family consumption. /citizens as well as for sale/culinary.

Based on the results of discussions with the chairwoman of the KWT and residents, the benefits felt by mothers by growing vegetables using OTG are being able to grow vegetables in a narrow area and can produce healthy vegetables for the needs of the residents of RT 01 and the children of the Baitul Amal Islamic boarding school. In



Figure 4: Practice Making Product Packaging.



Figure 5: Practice Making Processed Cassava Prol Tape.

addition, the amount of organic waste is reduced because it has been processed into liquid fertilizer and dry fertilizer that can fertilize plants, and the stench due to decaying organic waste is reduced, and the environment becomes more beautiful and cleaner.



Figure 6: Handover of Goods.

The benefits of OTG are felt by the residents, especially because of the practical processing process. Kitchen waste, especially leftovers from cooking and washing dishes, is immediately separated into a container for organic waste so there is no need to put it in the trash but directly into the hole/paralon in the OTG. The OTG is planted with vegetables commonly needed by mothers such as pakcoy, kangkung, brazil spinach, green onions, javanese ginseng etc. The vegetables are usually cooked in mutual cooperation by mothers so that they can provide more benefits to others, especially to the students of Islamic boarding schools who usually help sort inorganic waste to be sold to waste banks. Photos of some OTGs can be seen in **Fig 7**.

Unisba PKM activities in 2021, and until now, it continues. Every 2 weeks, residents deposit inorganic waste to the waste bank. The activity was named JUMSHOSA (Friday Shodakoh Garbage). The collected inorganic waste is re-sorted according to its type, so that it can be sold to the Shining Waste Bank (the main waste bank). The waste sorting activity was assisted by children from the Baitul Amal Islamic boarding school which can be seen in **Fig 8**.

To increase entrepreneurship, KWT Sublime Lestari forms a business division. The business division consists of KWT members and female students of the Baitul Amal



Figure 7: Growing Vegetables Using the OTG Method.

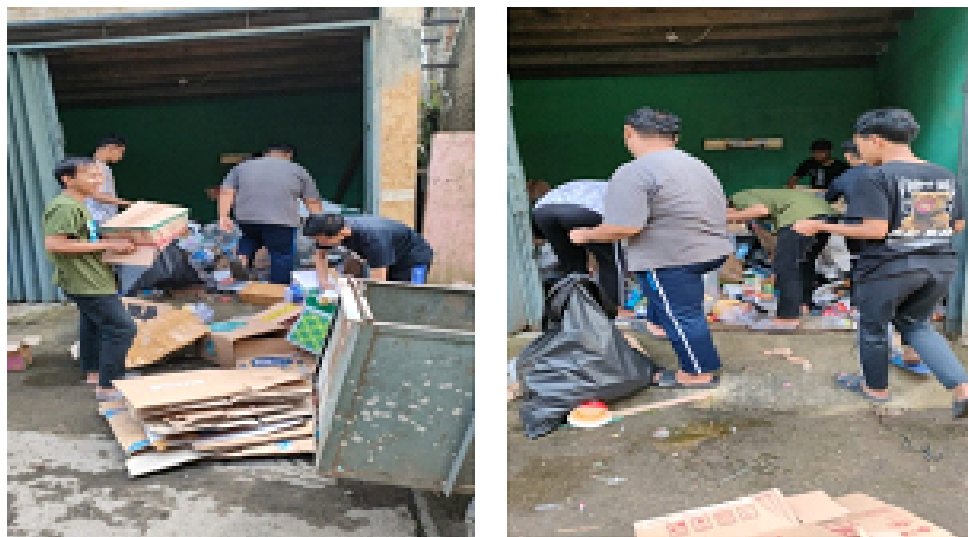


Figure 8: Selection of Organic Waste in Waste Bank Activities.

Islamic boarding school who are interested in selling cakes. The business division currently makes cassava cakes, prol tape and others based on orders and is still on a household scale and marketing is done online using the *WA group social media* and also direct sales at the surprise market every Sunday. The activities of this business division are shown in **Fig 9**.

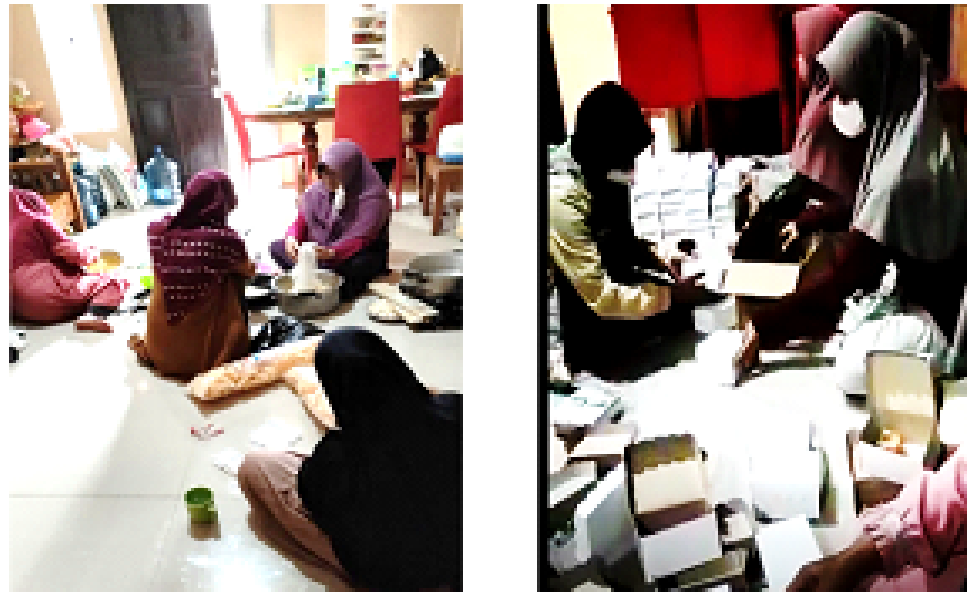


Figure 9: KWT Luhur Lestari Business Division Activities.

Assistance in culinary business activities, namely by conducting discussions on food plans that will be developed for culinary businesses. The variety of food developed, especially production, is the result of gardens and livestock in Baleendah. The results of the food discussion that will be developed are grilled cassava meatballs, dim sum and dumplings. The main ingredients of meatballs are grated cassava and chicken. The chicken farm is located in Baleendah so that the raw material for chicken meat can be cheaper because it is directly from the farmer and the chicken meat is fresher. Fresh chicken meat is great for making meatballs because it will produce chewy meatballs without the addition of chemicals. The sale of these grilled meatballs is through the shock market and promotions are carried out through social media.

Business division members continue to seek innovation by utilizing other raw materials that are easily obtained in Baleendah and are active in MSME development activities by bringing KWT products to promote products.

3.3. Discussion

There are still many underdeveloped villages that do not know their potential by utilizing the village's local commodities. So the need for community service activities by empowering disadvantaged areas. Currently, community empowerment can also be done by providing education on the use of technology for marketing its business so that it can capture more target markets with the help of technology.

4. Conclusion and Suggestion

4.1. Conclusion

In general, community service activities run according to the initial plan with the aim of utilizing the potential of mothers and local commodities, with the following results:

1. The training that has been carried out by way of material presentation, question and answer and direct practice of processing cassava has improved the skills of mothers in processing food, packaging and serving food so that the food becomes attractive and has high added value.
2. The OTG method can reduce the problem of organic waste from kitchen waste while increasing the added value through *urban farming*.
3. a result of the training, participants can take advantage of the resources in the surrounding environment by producing food made from local agricultural products, which are varied, innovative and *thayyib* so that they can be used as family dishes or culinary businesses.
4. The culinary business has high income prospects and is a profitable business and can improve the family's economy.
5. Marketing is currently being carried out through social gathering events, direct sales to the shock market, as well as *online marketing* using *WA groups* and *Facebook*.
6. The results of business assistance can help overcome the obstacles faced by culinary businesses and provide plans for business development.

4.2. Suggestion

After the training, it is recommended:

1. To expand marketing, it is necessary to plan appropriate promotions and develop marketing using *online stores*.
2. Conducting trials and recording in detail the recipe, product quality is maintained/standard.

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