

Conference Paper

Community Empowerment Through Life Skills Education and Business Diversification: A Study of Social Welfare Improvement Program in Yogyakarta

Fitta Ummaya Santi and Serafin Wisni Septiarti

Non-Formal Education, Yogyakarta State University

Abstract

This study uses a qualitative approach and descriptive method, which aims to find the meaning of community empowerment based on socio-cultural values through life skills education and business diversification. The study was conducted in Bener Village, Tegalrejo Subdistrict, Yogyakarta with research participants being the heads of community empowerment units, Program Keluarga Harapan (PKH) managers, 25 empowerment program participants and business diversification actors. Data were collected through observation, interviews and document analysis as well as Focuss Group Discussions (FGD). The collected data is analyzed inductively by linking between aspects to be interpreted. The results of this study indicate 1) community empowerment programs such as Life Skills Education are based on Segoro Amarto values in building the spirit of independence, discipline, caring and togetherness. Three main empowerment programs include productive economic empowerment, professionalism and welfare development. 2) Life skills education that has been followed tends to have no impact on the choice of type of business diversification carried out. This means that the social welfare sought to form into group economic activities in the form of Prosperous E-warung is one form of Segoro Amarto implementation and is developed in commitment, honesty and shared responsibility.

Keywords: community empowerment; business diversification; social welfare

Corresponding Author:

Fitta Ummaya Santi

fitta_us@uny.ac.id

Received: 2 May 2019

Accepted: 19 June 2019

Published: 3 July 2019

Publishing services provided by
Knowledge E

© Fitta Ummaya Santi and
Serafin Wisni Septiarti. This
article is distributed under the
terms of the [Creative Commons](#)

[Attribution License](#), which
permits unrestricted use and
redistribution provided that the
original author and source are
credited.

Selection and Peer-review under
the responsibility of the ICMEd
Conference Committee.

1. Introduction

Poverty is a social problem which has an impact on the level of socioeconomic welfare. The phenomenon of poverty is influenced by many factors such as deregulation, the value system that affects macro policies, and technology that are not accessible to certain groups. [1] The Indonesian government provides a poverty reduction program which is divided into four program clusters, including household-based poverty reduction, community empowerment, micro-enterprise empowerment, and pro-people programs. In Yogyakarta, the local government introduces and develops “Segoro Amarto” as a

OPEN ACCESS

cultural movement to implement this poverty reduction program. [2] Segoro Amarto is defined as a shared spirit to realize a better life in the community, district, and finally support the national welfare enhancement program. According to BPS data in 2018, there are 32,200 (7.64%) families in Yogyakarta included as poor category. [3] The local government in Yogyakarta integrates several program such as education, health, and socio-cultural development to drive the economic growth. The government also build infrastructure, environment, and spatial utilization as well as the performance of public employee to maximize all the potential of the community. Bener Village is one of the villages in Tegalrejo Subdistrict that 37, 90% of its inhabitants (1,281 people) are poor. Bener Village along with the Poverty Reduction Coordination Team (TKPK) has implemented the Segoro Amarto Movement to improve community welfare. This study aims to explore community empowerment programs based on socio-cultural values in Bener Yogyakarta Village and analyze community empowerment programs through life skills education and business diversification based on Segoro Amarto.

2. Literature Review

Issue of development equalization is still an interesting study in developing countries including Indonesia. Policies and development strategies in the Nawacita program are one of the mainstays in improving economic welfare, health and education. From the perspective of non-formal education, improving life skills is an important part of the improvement of welfare. These efforts can be done through community empowerment. [4] Strategies that can be applied are (1) creating a climate of developing community potential; (2) strengthen the potential or power developed; (3) empowering and protecting the government as an agent of change that can implement a policy of empowering the poor with three objectives, namely enabling, empowering and protecting. [5] Community empowerment is not only limited to the economy but also politically so that in the end the community will have a bargaining position nationally and internationally. One of the community empowerment efforts that can be done is through life skills. [6] Life skill life skills are education that can provide practical skills that are used, related to the needs of the job market, business opportunities and economic or industrial potential in the community. [7] Life skills education programs as part of non-formal education are very strategic in developing the potential of learning citizens through the development of their skills in order to improve their standard of living. Community empowerment through education and training models has an important role in improving the quality of life and community life. Through education and life

skills training as well as combining various types of economic (diversification) business, the community will have the opportunity to improve its socio-economic equality. In this research, business diversification is used as an indicator of aspects of life skills education, community empowerment, and efforts to maintain life and ability to access education, health and socio-economic security. [9] Prosperity is the condition of fulfill it all forms of life necessities, especially those of a fundamental nature such as food, clothing, housing, education and health. Community empowerment through life skills education and business diversification is assumed to could improve socio-economic welfare based on segoro amarto values.

3. Material & Methodology

This study was conducted in Bener village, Tegalrejo, Yogyakarta using a qualitative approach with descriptive method. A qualitative approach as a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior. There were 25 community managers, officers of the village empowerment unit, organizers of life skills education activities and empowerment program participants who had business diversification participated in this study. Data were analyzed through data reduction, data display, data classification, and conclusion to provide a valid and reliable data sources for this study.

4. Results and Discussion

4.1. Description of location and research subjects

Bener is a village located in Tegalrejo District, Yogyakarta City. The community in Bener works in the formal sector as laborers, entrepreneurs, scavengers, carpentry, traders, and most of the people are holders of the Towards Prosperous Cards (KMS).

4.2. Community-based values for community empowerment programs

Community empowerment programs carried out in the Segoro Amarto-based Bener Village have provided motivation to improve community welfare through various empowerment programs. Community empowerment programs that have been implemented

in Bener Village include productive economic empowerment, professionalism, welfare, education, and health.

TABLE 1: Data on Types of Empowerment Program Activities Semester 1 and II in Bener, Tegalrejo.

Aspect	Skill Type
The Empowering the Productive Economy (Life Skills training related to daily living needs)	<ul style="list-style-type: none"> • Training in making waste recycling souvenirs • Training in the Making of Culinary Cuisine • Socialization of Community Learning Hours • Cooperative Training • Sewing Training • Manufacture of Bener tourism village props • PKH KUBE
Professionalism (development of human resources from aspects of knowledge and development of self-competence)	<ul style="list-style-type: none"> • Sakinah Family Counseling • Counseling of Posyandu cadres • Distribution of PAUD community cadres • Fashion harmony training • Tabulapot, Hydroponics and Holticulture training • Socialization of study hours
Welfare, Education and Health (activities that develop social, economic and perspective access)	<ul style="list-style-type: none"> • Family Hope Program (PKH) • Family Welfare Program (KMS) • Healthy Indonesia Card (KIS) • Social Protection Guarantee • My City Program

The focus of the community empowerment programs which are implemented in 2016 and 2017 is to realize the distribution of education among the people in Bener village, Yogyakarta. Community empowerment participants were followed by around 25-40 people for each activity. Most of the people who participated in the empowerment program are female. In general, empowerment programs organized by the village aim to improve social economy in accordance with poverty alleviation and unemployment programs. Community empowerment programs are integrated with government programs called poverty reduction programs.

Segoro Amarto value is the basis for community development in Bener Village. Before being internalized by all citizens, all government officials must understand and apply this cultural value well. Direct socialization in meetings of village heads and residents on various occasions was considered to be effective in introducing the meaning of Segoro Amarto. In Bener village, Tegalrejo some people know about this through village meetings. The application of Segoro Amarto still needs a process, not all people in the community know the meaning of Segoro Amarto. The results showed that only 20% of the subjects of this study could mention the meaning of Segoro Amarto, on average they said they did not know. Even so, the community has unconsciously carried out these values in their daily lives.

4.3. Life skills education and business diversification in realizing social welfare based on Segoro Amarto

Many education and training programs have been obtained by the community, especially the Card Holders Towards Prosperity (KMS). Programs that are often obtained include: cooking, sewing, waste recycling, and making cake. With the skills they have, they should be able to improve their welfare. However, based on the results of interviews there were only 5 people who worked using the skills that had been followed. Meanwhile married woman who have attended training prefer to work as casual laborers such as ironing, washing or helping parents who open *angkringan* or make snacks that are deposited. They prefer to do their previous job because there is no assistance or sustainability from the organization to further develop their new skills. Therefore, it is important to provide funding and assistance from the facilitator for the program sustainability. [8] The facilitators act as an assistance to facilitate, educate, and provide technical solution for the community. While the funding act as a stimulant for the poverty reduction program to start a new business.

In general, productive business diversification is carried out on all informants. However, this diversification does not all come from the training that was followed. Types of KMS or PKH family business diversification can be seen in table 2.

TABLE 2: Types of business diversification of KMS / PKH families.

Family	Main Job	Amount	Other work done	Amount
Father	Casual worker / laborer	19	odd jobs	19
	Private employees	1	Pulse seller and parking attendant	1
	Pedicab driver	1	-	-
	chicken noodle seller	1	-	-
	Cobbler	1	odd jobs	1
Mother	Builder	2	parking attendant	1
	Household	25	e-warung Sejahtera	11
			Food sell (the system entrusts to a neighbor's shop)	6
			laundry worker	4
			Helping parents sell chicken noodles	2

From table 2 above it can be explained that business diversification is carried out by all research participants. Every family (father and mother) has basic work. Although it is often encountered by mothers who say their main job is only as a housewife. In fact they do other businesses such as *e-warung* groups. Diversification has a positive impact on the social welfare of the community. The community has the opportunity to develop their own abilities. Like the E-warung Sejahtera which is a joint effort of the PKH group which was established in 2017. E-warung partnered with the government in

distributing non-cash assistance (using atm for 110 thousand rupiahs) as a purchase tool in e-warungs. The 10-member group is under the guidance of the Indonesian Ministry of Social Affairs. This group is given a capital of Rp. 30,000,000.00 whose allocation is Rp. 10,000,000.00 for kiosk construction, Rp. 20,000,000.00 to buy equipment and store contents. Until now this business activity is running and is very beneficial for the group. In terms of income also increases, on average every day it gets a profit between Rp. 15,000-Rp. 50,000. The business principle of E-warung Sejahtera is mutual cooperation, togetherness, caring, independence, responsibility and honesty. In running this stall business, this PKH family group partners with bulogs and other parties who are considered to be more light, profitable in the effort to develop their stalls.

The PKH group partnered with the Logistic Affairs Agency (Bulog), a food organization in Indonesia that deals with rice trading systems and other parties which are seen as more mitigating, beneficial in developing their business. By using interview techniques, observation of the possibilities of integration of Segoro Amarto values into joint efforts in the e-warung Sejahtera is described as follows.

TABLE 3: Prosperous E-warung based on Segoro Amarto values.

Segoro Amarto values	Meanings understood	Description
The spirit of mutual cooperation	In a joint effort without others will not be achieved	Every member in this joint business group has the spirit of cooperating in planning, implementing, monitoring and evaluating this joint activity
Discipline	The existence of all mutual agreements, and following the rules of the shop	Applying the bookkeeping system of expenditure, even though it is simple but empirically the value of discipline is strived to always color the development of this prosperous shop.
Independence	The ideals of joint together that have independence in developing their business professionally	Independence in deciding plans, deciding the type of goods to be equipped in the shop
Concern	Can share the needs of others	Concern developed in the shop welfare are implemented by taking into account members who need help, especially when they are sick.

The table above illustrates that E-Warung Sejahtera managed by a family planning program group applies four pillars of segoro amarto spirit. These four pillars are the cornerstone of the business activities of the group entering into life together to build prosperity in the community. Enthusiastically, based on the results of the interview, each member of the e-warung group agreed to keep the shop in an atmosphere of mutual cooperation, discipline, honesty and no jealousy. As one of the informants stated that "e-warung has become our hope for a long time so we agreed to keep this shop together, even every member who takes goods for personal needs must be documented and

must pay cash not to be in debt.” The agreement continues guarded so that the stall continues to grow and benefit the surrounding community. The existence of this stall is not the first but there have been several stalls before, therefore the stalls managers try to develop their main business, which is to help each member in his area can dilute their basic needs through e-warung as arranged by the family hope program. This e-warung does have a distinctiveness of collaborating with Bulog and providing goods on demand (served on online / watshap). This is what distinguishes between e-stalls and other stalls.

The commitment of each e-warung member to openly develop business, responsibility and honesty is realized in various ways such as making business records, coordination, division of labor, evaluation at least once a month. Bookkeeping and business planning are carried out openly, and decisions for developing the quality of the e-warung business are carried out jointly. This is done in the form of regular discussions and meetings.

E-warung Sejahtera has applied the Four Pillars of Segoro Amarto Soul, through the Four Pillars, it can lead people to the gates of a better and more useful life for others. In addition to these four values, the joint business group has the same commitment to develop the business openly, responsibly and honestly. In improving the program, evaluations through meetings must be conducted. [10] Indicators of the success of this training include increasing the knowledge and skills of citizens, as well as obtaining product sales revenue. The continuation of the women’s empowerment program is demonstrated by the development of products or product variations, and the establishment of business independence.

5. Conclusion

1. Empowerment programs are carried out with the Education and Training model. The program includes productive economic empowerment, professionalism, welfare, education and health.
2. Community empowerment implemented in Bener Village is based on Socio-Cultural Values of Four Pillars of Segoro Amarto: the spirit of mutual cooperation, caring, independence and togetherness that is reinforced by the slogan “MANTAP”.
3. There are some limitations of this study because the participants all lives in Bener village, Yogyakarta. A further study is suggested to compare the implementation of poverty reduction program in other village or province.

References

- [1] Bappeda Kota Yogyakarta. (2016). Laporan Tim Koordinasi Penanggulangan Kemiskinan
- [2] Bappeda Kota Yogyakarta. (2017). Perencanaan Pembangunan Kota Yogyakarta Tahun 2018. Disampaikan pada forum Gabungan Kabupaten kota. 6 april 2017
- [3] Media Info Kota. (2011). SRI SULTASN HB. X LUNCURKAN SEGORO AMARTO. Layanan Informasi untuk Warga. Kompleks Balaikota Yogyakarta. 20 Juli 2011
- [4] Sunyoto, Usman. (2012). Pembangunan dan Pemberdayaan Masyarakat. Yogyakarta. Pustaka Pelajar.
- [5] Fiedman, John. 1992. *Empowerment The Politics of Alternative Development*, Blackwell Publisher, Cambridge, USA
- [6] Anwar. 2004. Pendidikan Kecakapan Hidup (Life Skill Education): Konsep dan Aplikasi, Bandung: Alfabeta.
- [7] Kamil, Mustofa. (2012). Model Pendidikan dan Pelatihan. Konsep dan Implikasi. Bandung. Alfabeta.
- [8] Rahmawati, E dan Kisworo, B. (2017). Peran Pendamping Dalam Pemberdayaan Masyarakat Miskin Melalui Program Keluarga Harapan. *Journal of Nonformal Education and Community Empowerment*. Vol.1 no.2.pp: 161-169
- [9] Suharto, Edi. 2005. Membangun Masyarakat Memberdayakan Masyarakat. Kajian strategis pembangunan kesejahteraan sosial dan pekerjaan sosial. Bandung.PT Rafika Aditama.
- [10] Saugi, W., & Sumarno, S. (2015). Pemberdayaan perempuan melalui pelatihan pengolahan bahan pangan lokal. *JPPM (Jurnal Pendidikan dan Pemberdayaan Masyarakat)*, 2(2), 226 - 238. di: <http://dx.doi.org/10.21831/jppm.v2i2.6361>