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Fostering Economic Empowerment and Child Protection in Sungai Penuh City: The Role of Dharma Wanita Association's Socialization and Entrepreneurship Training

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Abstract

Entrepreneurship training is a crucial step in the process of developing quality human resources. This community service is conducted with the primary objective of empowering women in Sungai Penuh City by enhancing their entrepreneurial knowledge, leading to increased family income and economic stability. The entrepreneurship socialization and training program witnessed participation from 103 attendees, mainly students affiliated with the Dharma Wanita of Sungai Penuh City who displayed a keen interest in entrepreneurship. The training sessions focused on delivering comprehensive education and guidance in both traditional and digital marketing aspects of entrepreneurship. The outcome of this initiative is reflected in the training's results, which indicated that among the 103 participants, only three individuals faced persistent challenges in comprehension. Consequently, it can be inferred that the goals of this endeavor have been successfully attained.

Keywords: *Entrepreneurship, Dharma Wanita, Marketing, Community Service, Women Empowerment*

1. Introduction

Entrepreneurship training is a crucial step in the process of developing quality human resources. Ultimately, the aim of this training program is to impact the development of entrepreneurial skills and the entrepreneurial culture, fostering self-reliance in attitudes and

endeavors. The goal of the entrepreneurship training program is to assist women in acquiring more information, skills, and attitudes, enabling them to apply what they have learned in business management. Business management, in this context, is defined as initiating enterprises by leveraging the potential of environmental natural resources (Karwati, 2017). Empowerment serves as a conduit to help communities meet the need for enhanced knowledge and skills related to family and social well-being (Karwati, 2017).

Empowering women can be advantageous for economic development (Ganiem, 2016). Empowerment, in essence, is the effort to act in a righteous and cultured manner to achieve greater success in all aspects of life. Women's empowerment through entrepreneurship training is a valuable learning experience that enhances women's knowledge and capacity. The ability/empowerment of women in job creation may be influenced by entrepreneurship training programs (Bhina & Swakarya, 2021). Women can elevate their standard of living through entrepreneurship training by utilizing the potential around them.

Women's participation in empowerment activities is closely related to their ability to enhance household economic well-being (Duflo, 2012). Innovative activities enable them to acquire various skills to generate income and expand networks, as they connect with opportunities and innovations (Rumawas, 2019). Certain social entrepreneurs' endeavor to help women earn income and elevate their social status in society. Entrepreneurship training provides solutions to various economic and social challenges within families (Rosca, Agarwal, & Brem, 2020).

This community engagement activity is executed by lecturers from the Management Study Program at the Sakti Alam Kerinci School of Economics, in collaboration with the Dharma Wanita partner in Sungai Penuh City. Dharma Wanita Sungai Penuh comprises students aspiring for independence, trained in innovation and entrepreneurship to equip themselves and enhance family income. This activity is intended for participants aged 15 to 45. This community engagement not only reflects the lecturers' responsibility towards the three higher education methods implemented routinely each year in the community but also serves as a means to help the community acquire and apply skills in their respective fields of expertise, subsequently practiced in the business world. This activity certainly provides insights and enriches the skills of both facilitators and the community. The aim of this community engagement activity is to provide entrepreneurship knowledge to the engaged Dharma Wanita training participants and to impart entrepreneurship skills.

The goal of education is to educate participants to become adaptable, creative, innovative, and productive professionals, capable of creating job opportunities that can compete effectively. To support this goal, training and enhancing the knowledge of human resources is essential in confronting the current trends in education. Similarly, efficient financial management, which ultimately reflects the performance of companies, organizations, and specific groups, serves as a guide in future decision-making. Referring to this situational analysis, the partner's challenges encompass aspects such as non-existent product design, unorganized production management, and marketing. Improved equipment is needed for conventional production. Human resources with limited skills require training to become proficient. The product display lacks appeal, with a simple showcase. Promotional materials need further development, both offline and online. This activity aims to broaden perspectives, infuse entrepreneurial spirit and self-confidence among women. Ultimately, it aims to enhance entrepreneurial enthusiasm among women in Sungai

Penuh City. Beyond insights and enthusiasm, this activity also imparts knowledge and foundational skills that a true entrepreneur must possess, such as entrepreneurial spirit, financial management, bookkeeping, product marketing, testimonials, and sharing sessions. Hence, we propose this community engagement program to provide entrepreneurship training for Dharma Wanita in Sungai Penuh City.

2. Methodology

The target of the Entrepreneurship Training and Mentoring activity is the Dharma Wanita in Sungai Penuh City. Participation in the entrepreneurship socialization and training activities is not limited.

To address the identified and formulated problems from the on-site situational analysis with the partner, similar issues were found, namely: low production capacity, conventional design, low management capabilities, limited market, and lack of sufficiently attractive promotional media. From the identified needs, several programs were attempted to be implemented, including: 1) Workshop using faster and modern tools; 2) Workshop for skill in creating designs that are in demand by the market; 3) Workshop on production and marketing management; and 4) Workshop for creating more appealing promotional material designs

Meanwhile, the implementation methods applied for problem solving are as follows: 1) Introduction of the material is conducted to provide an understanding of the importance of using more modern tools and the need to build a broader network of raw material suppliers. To obtain more affordable raw materials, utilizing the waste from the batik industry in the Kerinci Regency area can also be considered; 2) Introduction of the material is conducted to provide an understanding of the importance of effective production management, to ensure a smooth production process; 3) Effective communication and promotion strategies that can capture consumer interest are emphasized; 4) Introduction of the material is conducted to provide an understanding of the importance of developing/innovating Barbie accessory designs to enhance the quantity and quality/value of a product. Subsequently, training is provided to create appealing designs in accordance with market segmentation.

Providing an understanding of the importance of effective marketing strategies is carried out by building a market network, utilizing promotional media such as product catalogs and brochures to promote products and facilitate the process.

3. RESULTS AND DISCUSSION

3.1. Enhancing Entrepreneurship through Community Engagement

The Community Engagement Activity, conducted through face-to-face meetings and hands-on development of learning materials, progressed smoothly and effectively. The face-to-face sessions utilized a combination of lectures and demonstrations, followed by practical exercises focusing on transforming coffee products into perfumes. The comprehensive content covered aspects such as marketing introduction, the marketing mix, design and packaging, marketing strategies, as well as online and conventional sales approaches. This event took place on May 25, 2023, at the Aula Hotel Arafah II in Sungai Penuh.

The program was executed by a team of four community engagement practitioners, encompassing the following topics: 1) Explanation of marketing's significance; 2) Discussion about the marketing mix; 3) Insight into product design and packaging; 4) Demonstration of effective marketing strategies; 5) Hands-on practice involving design, packaging, and promotional activities; and 6) Evaluation of innovation outcomes, along with marketing assistance and training.

The limited duration of the meeting led to certain topics being covered with less detail. The event, initiated with lectures and demonstrations, was followed by practical exercises. It became apparent from the training that the participants had varying degrees of proficiency in product innovation and marketing. Subsequently, a question-and-answer session allowed participants to enthusiastically raise numerous queries.

The community engagement program, provided in the form of innovation and product marketing assistance and training, aims to enrich participants' knowledge, skills, and self-assurance within their respective professions. The participants are expected to be more motivated and inspired to further their personal development. The outcomes of this training will prove advantageous to the women involved, as their enhanced skills in business development and contributions to family economic growth will be fostered through innovation and marketing support and training.

3.2. Program Achievements and Outcomes

The program results can be summarized into the following components: 1) Achieving the targeted number of training participants; 2) Successfully meeting the training objectives; 3) Accomplishing the planned material targets; and 4) Evaluating participants' proficiency in grasping the material. The initial target for training participants was set at 50 individuals from the Dharma Wanita of Sungai Penuh city, and this was achieved with a 100% completion rate, as 103 participants attended. This statistic underscores the program's success based on the participation level.

The achievement of mentoring and training objectives in innovation and marketing aligns with established standards. However, the constrained time frame resulted in a partial coverage of marketing-related topics. Yet, considering the 103 participants, only three individuals exhibited partial understanding, indicating the attainability of the activity's objectives. The accomplishment of material targets within the program is noteworthy, given that the mentoring content was effectively conveyed in its entirety. Regarding participants' proficiency, the brief delivery time coupled with varying abilities among participants somewhat limited their mastery of the material. This is primarily due to the extensive content addressed in a single day, leaving insufficient time for comprehensive comprehension and practice.

In summary, the mentoring and training activity in entrepreneurship can be considered a success, gauged through participants' contentment following their engagement. The participants have gained valuable benefits, including the ability to establish higher-quality businesses and ventures. This foundation equips Home Industries, SMEs, Farmers' Groups, Micro, Small, and Medium Enterprises (MSMEs), and Cooperatives to compete effectively in the market.

4. Conclusion

The accomplishment of the entrepreneurship and innovation training and mentoring goals is in line with established marketing standards, although time constraints have limited the detailed provision of all marketing materials. Nevertheless, evaluating the training outcomes among the 103 participants, only three individuals still lacked complete understanding, leading to the conclusion that the objectives of this activity have been successfully met. The fulfillment of document targets within this PkM activity is notable, as comprehensive documentation could be effectively generated.

Regarding entrepreneurial knowledge within the Dharma Wanita community, it remains largely conventional due to limited grasp of packaging and digital marketing concepts. However, the provided training has facilitated progress in comprehending the significance of entrepreneurship. Moreover, a shift in mindset towards online business has emerged, supported by the utilization of social media platforms and the creation of more captivating content to effectively engage a broader entrepreneurial audience.

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