

COMMUNITY SERVICE TO HOME INDUSTRY IN BENDAN DUWUR VILLAGE GAJAHMUNGKUR DISTRICT OF SEMARANG

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ABSTRACT

The welfare quality of human resources is the most important thing to achieve in order to get a prosperous life. As we know, it has an enormous effect on society, for example, if there was a family that has a low level of welfare it will cause in lower aspects of other lives. In Bendan Duwur village, Gajahmungkur District, Semarang City, where the population reaches 3,390 people and the majority of the population has middle to lower welfare level. A passage for the sustainability of both Anugrah and Bintang groups are expected to be a medium and motivation to improve their welfare lives. The problems of these groups are the low quality of human resources especially on the members, thus affecting the development of these groups, followed by the limited equipment, low production, and simple management also packing methods that are not in accordance with health and management standards. In order to overcome these various problems, the most important thing is to improve the quality of human resources with a variety of training, especially to those who concern with soft and their hard skills. Moreover, on the equipment fulfillment, prescription standardization, management improvements, packing a method, which is in accordance with health standards and they should be improved and paid attention to. The purpose that needs to be achieved is standardization of recipes, packing that fulfill health standards and IRT certificates. The methods used in this community service activity are training and facilitate the group for increasing the quality of human resources, particularly soft skills, and hard skills group members, market/consumer expansion, packing that fulfill health standards and improvement on the management. The results of this community service is very beneficial, since it can increase the motivation for keeping up with the idea of entrepreneurship in a better way, for example in the management and infrastructure that can be fulfilled, although it is still small scale. However, there is an obstacle, which is frequently changing member and the ongoing processed certificate.

Keywords: Home Industry, Bendan Duwur Village.

A. PREFACE

The low level of education that has been obtained and discrepancy of the economy having an impact on the low level of welfare on some people is still a big issue. The difficulty that the Governments faced in order to improve the welfare for the society turned out could come from those factors. Due to the low quality of human resources, thus become the biggest problem for them because they do not have strong competitiveness. Likewise, the society in *Bendan Duwur* village, *Gajahmungkur* sub-district in *Semarang* city is still found and their economic level is still low.

The *Bendan Duwur* sub-district, *Gajahmungkur* Sub-district, in *Semarang* city, which consists of 7 RWs and 28 RTs, which has a population of 3,396 people consisting of 1,691 men and 1,705 women and 2,453 people or 72.3% of them are on productive age. On the productive age, there is only 330 or around 13.5% who have permanent jobs, while the others work in a non-formal or odd job, which based on (Monograph of Semester II *Kalahan Bendan Dhuwur*, 2016). In addition, 60% of productive age is women, where there are many housewives and young women who dropped out of school, regarding this condition needs a lot of attention from various parties so that, their life and welfare increases. There is one way to improve the welfare is by, encouraging them to develop their potential with a home enterprise, either in groups or individuals; among these groups is the Anugrah group that produces meatballs and tofu meatballs while Bintang groups, with businesses in the form of steamed brownies and cassava nuggets.

Both of these groups' business has potential to develop because; their environment has big potential as a market share and help the Governments effort to improve their welfare. Moreover, RW VI *Bendan* village *Duwur*'s population is included in the middle to lower classes, and their homes are located near on the *Kaligarang* river. Other factors that make some people feel less prosperous are there is a shifted from conventional work to manufacturer production.

Based on the results of observations and interviews, some problems that the partners encounter as follows:

a. Low production aspects

The limited ability of the members and equipment caused the production weakened and both groups still could not fulfill the demands on the consumers in terms of variations in recipes and could not expand the market share.

In addition, both groups have never received an official guidance directly from the certain agencies or institutions. Moreover, it causes less development of capabilities and less attractive production results. When competition is getting

hard, in order to make the production from the two groups can compete in the market. Then it needs to improve the quality of products, which should fulfill the health standards and consumer needs.

b. Management aspects

The increasing production is strongly influenced by management aspects, thus far the management in the Anugrah and Bintang groups is still modest, there is no clear division of labor or responsibilities among members. In order for their production to increase, more professional management is required, that the production can meet consumer demand. Improving the quality and capabilities of HR member is very necessary, with the aim that group members have the ability or competence to manage a business.

Based on the problems faced by the community partnership program (PKM) partners above, the solutions offered with partners are:

a. Aspects of the increasing production and market expansion

Conduct training and assistance to improve the quality of human resources group members, especially in order to improve the production process and market expansion. The training was carried out mainly to improve the quality of food produced, by innovating in processing, variations in taste and appearance of doughnut, brownies, cassava nuggets, tofu meatballs, and meatballs, so that the recipes were made to match the market tastes. In addition, in this procedure the team provided assistance so that the production packing of the group was in accordance with health standards and obtained an IRT certificate from both of the health industry. To expand the market (consumers) it is necessary to include these groups to attend exhibitions or bazaars at every opportunity that held in the department or related institutions or in their environment. In order to achieve the quality of production and market expansion (consumers), quality processing techniques and the fulfillment of equipment that fill the health standards are needed.

b. Management aspects

Professional management or management quality improvement is indispensable, with the aim that the products, which has been produced by the Anugrah and Bintang groups will increase. Therefore, the following strategies are needed: (1) improving the quality of human resources in group members, through training on how to manage a business by collaborating with related agencies, such as; an industry and agencies; (2) improving the performance of group members to be more effective and efficient, so that their professionalism can be improved, by conducting a training on the management of a business, so that they will be more effective and efficient in their own division. By understanding the responsibilities between the group members; (3) expand the market (consumers, by conducting training and mentoring on packing production products that are in accordance with health standards.

B. METHOD IMPLEMENTATION

The methods used in the activities of the home industry partnership program (PKM) in Bendan Duwur Village, Gajahmungkur District, Semarang City are:

The activity plan above shows the steps of the solution offered and can be divided into two activities, namely:

1. Preparation

- a. Coordination with Anugrah and Bintang Group, *Bendan duwur* village and the related agencies.
- b. Discussion or workshop to find out how to start a business and the experience starts on the improvement of skills and management of group members.

2. Implementation of activities

- a. Training on improving the quality of human resources to improve *soft* and *hard skills*.
- b. Training on processing innovations, variations in taste and appearance to suit the market tastes.
- c. Training on packing that fulfills the health standards.
- d. Training on business management.
- e. Mentoring in expanding market reach (consumers).
- f. Guiding in improving the production in accordance with market input (consumers).

3. Location of Activity :

The location of community service activities in the PKM program is in the *Bendan Duwur* village, especially in *Rw VI*, which is the location of the Anugrah and Bintang groups.

4. Partner Participation:

In order for the implementation of this PKM program can operate, partners should be actively participating; even facilitate this activity, so that the implementation of these community service activities can be carried out well, including:

- a. The Semarang city Government, especially the *Bendan Duwur* urban village, has given permission.
- b. The village head is very appreciative of the team so that the benefits of this activity can help the local government.
- c. The PKP TPP of *Bendan Duwur* urban village is very supportive of this activity, since these activities greatly helps the PKK program, especially in improving the quality of PKK member of human resources and reduce the unemployment.
- d. Partners, namely the Anugrah and Bintang Group collaborated in an effort to improve the quality of their production.

C. RESULTS AND DISCUSSION

1. Activity Results

In this chapter, the results of the team will be described in the community service program (PKM) conducted at Anugrah Group and Bintang in *Bendan Duwur* village, *Gajahmungkur* sub-district and Semarang city. This activity aims to help partners to overcome various problems so that the home industry (IRT) that they manage can increase and have the same quality and broader marketing range.

a) Training and Mentoring

In addition to guide in managing business group organizations, the group members are given *soft and hard skills*, these skills are very beneficial for the development of a business. *Soft Skill* ability associated with emotional intelligence, personality traits, social skill, communications, language, personal habits, friendliness, and optimism that characterize a person's ability to relate to others. *Soft skills* regarding one's personal character that can improve interest in divide, performance, career prospects, while *hard skills* with regard to kemampuan absorb knowledge or capability or expertise in performing the work.

Strengthening of soft and hard skills is very necessary, considering that this home enterprise group is still a pilot managed by women or younger, so that with the soft and hard skills, they are expected to be able to overcome various obstacles in business, such as having creative nature, innovative, brave whenever there are challenges, whose ready to take risks and is able to develop communication and network.

Every task or activity requires a skill so it can be done well, achieve to set the targets, and the desired of final goal; these skills are called hard skills (technical skills). Learning can be done, training in certain educational programs. *Soft skills*, which is related to attitude and behavior of how to deal with other people or having an interaction. The members of each group should acquire or have both skills, so that they can keep on with their job.

The strengthening of both *soft and hard skills* is strongly associated with a bunch of entrepreneurial attitudes of group members. Entrepreneurship arise when an individual dare to develop businesses and new ideas. The entrepreneurial process includes all functions, activities, and actions that related to the acquisition of opportunities and the creation of business organizations (Suryana, 2001). The essence of entrepreneurship is create or even add a value in the market through the process of combining resources with new and different ways to compete. These added values can be created through the following methods: (a) new technology development; (b) discovering new knowledge; (c) product improvement (goods and services) that already exist (*improving existing products or services*); (d) do innovative ideas to produce *more goods and services with fewer resources*.

The entrepreneurial attitude possessed by group members is expected to generate motivation for group members in developing their business and they will be able to create, innovate, be strong in facing challenges, and take risks. These attitudes are very necessary in an effort to develop a business.

To reinforce with *soft and hard skills* group members have, then given training materials relating to the reinforcement, namely training on improving the quality of human resources to improve both *soft and hard skills*. In this training, various materials can be used to improve both skills for both Anugrah and Bintang Group.

a) Entrepreneurship Material

The lecture on entrepreneurship was intended to foster the new spirit in training the participants, so that they were able to seek for business opportunities that they can do so. In globalization era, the challenges faced by society are very tough while formal employment opportunities also require competencies and skills that are in accordance with their needs, so that the community, especially members of Anugrah and Bintang groups and other members should be given an understanding that they can open their own businesses without relying on an institution/business. Followed with this material, group members are expected to be able to encourage each other to be independent, creative, innovative and forward thinking also to grow their confidence.

b) Material about Communication Engineering

Giving this material is intended for each group member that has skills in communication. This communication skill is very important and it may require good communication techniques. For example, each group member can establish good and proper communication, so that there is no miscommunication. In addition, communication skills can help group members to expand marketing network.

c) Material about the Importance of Healthy Food

This material was conveyed to the training participants and was carried out by group members who produced food. In current situation, it has a modern technology; that people should realize the importance of consuming healthy foods. Therefore, in producing food both Anugrah and Bintang group needs to pay attention to these health elements, starting from the materials used of how to process them and packing. In this way, the consumers would not be worried about the food production.

Guidance to the group members is carried out with activities of the workshop as the next step that should be taken both the Anugrah and the Bintang Group. In the workshop, the explanation and discussion would be more in-depth also can be identified from various problems faced by partners, including marketing limitations that result in low production, then improper management methods. Therefore the quality of management and group members must be improved; in order to increase the production and expand market could be overcome. Moreover there was an

occurrence problem of how to match the consumers' taste, improper *packing* methods as well as management always be the toughest, even the group members often changing so the recruitment must be done again. Another problem that is quite important is the lack of fulfillment of facilities and infrastructure owned by partners, especially sometimes there was misunderstanding about who were in charge of used the equipments and so on. The limitations of these facilities and infrastructure will indirectly affect the quality of production.

The guidance can help giving solutions for the problems:

- 1) Training on process innovation, variations in taste and appearance to match the market tastes.
There were variety of flavors and attractive appearance in the *packing* which is very necessary, so that members of Anugrah Group and Bintang Group understand that the food production they made could be compete also have a uniqueness on the similar production and this is intended to attract consumers.
- 2) Training on packing that fulfills health standards.
Members of the group should have skills in packing their products. Not only to make the pack as attractive as possible, moreover the important thing was fulfilled the health standards. Likewise, it was in accordance with health standards and it will attract consumers.
- 3) Training on business management.
Management training is very important and it aims to develop production and expand market. Both of these activities are the most difficult activities for every business, including the Anugrah Group and the Bintang Group. Therefore the material presented is about management and leadership systems that are good and right. It is hoped that the knowledge about management on how to handle it in a good institution. The manager will make the product of Anugrah group produced cassava meatballs and nuggets and Bintang that produce donuts and steamed brownies both can develop well, so as to improve the quality of family life. The marketing reach is a hard activity although the team has tried to include it in an exhibition (bazaar), however, there are still many obstacles. Either the production made by group members was unable to compete with that already had a name (*had an earlier market*). Then the team suggested that the product could be sold in entrusted stalls around the *Bendan Duwur* village.

b) Outcomes

- 1) Recipe (taste) that suits the market tastes.
The group members need to understand precisely on the tastes of consumers (markets) turned out was not that easy, because their tastes were very relative and varied, so the team and group members arrived several times (4 times) had tried to taste the recipes, although that was not match at least consumer tastes, it turned out consumer tastes were very simple.
- 2) An attempt on the appropriateness *packing* that need to fulfill the health standard should be done, by using a press machine and attractive packaging ideas.
- 3) The effort to get an IRT certificate at the industrial service, was not that simple there were certain requirements that must be accomplished, and the group members had to take part in the training session that held by the industry service also had to meet the participant quota.

2. Discussion

The Anugrah and Bintang groups that were targeted in this activity were located in the middle of urban settlements and simply managed with incomplete facilities and infrastructure and relatively little production, so that the guidance from both the government (local government) and the institution was needed. So that this group has better production's quality and wider market reach.

The quality of the improvement that is the target of the activity is increased on both ability of *soft* and *hard skills* of the group members, which aim that they have a strong entrepreneurial spirit, high motivation and quality production. Those are the most important thing in this globalization era that has business competition, which is quite tough. On the other hand, the condition of society, especially the middle to lower class in terms of fulfilled the basic needs, so they better prepared to face competition. Even though the market scale is still small, however, the business groups will help the community to expand, so that the community becomes a skilled and has competitiveness. Increasing skills both *soft* and *hard skills* that have an impact on the economy and eventually people's income will increase, so their lives will develop.

The community needs for business skills, the team sought to provide the guidance to both groups, both the Anugrah and Bintang group in their efforts to improve both the quality and quantity on their production. This guidance includes the provision of material that can be used to improve the entrepreneurial motivation of group members, as well as improving skills so that consumers (markets) demand the production price.

The implementations of the activities were carried out by team, which was greatly appreciated by the local government, especially the *Benda Duwur* village. It will directly assist the government in improving the standard of living and entrepreneurship skills of the community. The form of appreciation from the *Bendan Duwur* village is motivation support in the form of their presence, represented by the sub-district of PKK Team in the activities carried out by the team.

During this mentoring activity there were several problems, including the practice of making these processed foods through several failure, also inconsistency of group members when the activity was held there were group members who resigned for no apparent reason, chance limited and final exhibition is the biggest challenge in the management of IRT certificates from the Department of Industry.

To overcome these various obstacles, the team strives to continue to motivate group members so that they will not be discouraged and always passionate about developing their business. For example, when the opportunity for the exhibition was quite rare and the team suggested that marketing should be done through PKK meetings both at the RT and RW also sub-district. Communication and cooperation between group members and the problems solved.

Life demands an education for family members at this time are very complex, especially in the era of Industrial Revolution 4.0 or millennial era. The participation of family supports to help the income is very beneficial for the welfare of the family. Current conditions should be used as motivation for the society to develop their abilities and potential. Through all of this process the need to develop this potential is participation in domestic businesses, which will not only earn income, also receive information that is useful for the survival of their exit and the development of their children's education.

The important role of the housewives in her domestic and to improve the welfare of her family the PKM activities carried out in the *Bendan Duwur* village are expected to be a motivation for other groups to develop their home business.

D. CONCLUSION

Based on the activities carried out by the implementation team, it can be concluded that PKM activities are very beneficial for society, who are Anugrah and Bintang groups, because these whole process and the guidance, can make group members have the motivation to develop activities that have been carried out. So far, the production is still very limited in both quantity and quality; this is due to the limited ability of *soft* and *hard skills*, limited facilities and infrastructure.

PKM activities starting from coordination, training and guidance that runs smoothly and full of kinship and in a happy atmosphere. This atmosphere is intentionally created by the team so that trainees can receive material easily and they have the motivation and enthusiasm for the entrepreneurial spirit and the ability to develop their business.

Achievement of targets and outcomes of PKM activities can be achieved even though it is not perfect, for the target of to acquire the *soft* and *hard skills* of members, the production advice and infrastructure can fulfill in accordance with the needs of the group. The *packing* can also be repaired according to the plan and expansion of production by including in exhibitions, but the opportunity to participate in the exhibition is very limited, so that the promotions are carried out through PKK meetings both at the RT an RW also the sub-district. IRT certificates are also in the process in the Department of Industry, which requires that groups must take part in training, while the training should require the participant's quota, so that for the implementation the number of participants will meet the requirements.

The main constraints faced in implementing this PKM are often changing the members who are housewives who have busy activities related to a woman's domestic work. Entrepreneurial awareness from the women side in general is often confronted with their domestic perspective, so that the women side with low quality of human resources is often unable to think clearly and difficult to choose a decision. At this era of the Industrial Revolution 4.0 a mother or women side should also has forward-thinking, for the welfare of her family. In general, the implementation of PKM activities went smoothly and brought benefits to the participants. In addition, it is expected that it will also motivate the lining group or the surrounding community to try to develop their abilities, potential, or other groups.

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