Factors Affecting the Success of Empowerment Women Based on the Utilization of Local Resources Through a Social Entrepreneurship Approach: Study of Ciangir Village, Kuningan Regency

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Abstract

Women are a resource that has not been optimally utilized to contribute to economic development. One of the efforts to increase women's negative position in expanding their national development role is empowerment. This research was conducted to describe the factors that influence women's empowerment in Ciangir Village. The study was conducted using descriptive-qualitative research methods. Determination of informants was done purposively and snowball—data obtained from in-depth interviews and documentation. The data analysis process is carried out by grouping and combining the data obtained and arranging the appropriate relationships between the data. Simultaneously, the data's validity was tested through triangulation of data sources so that the data presented were valid. The results showed that nine factors influence women's empowerment in Ciangir Village, Kuningan Regency, namely: the role of the government, cooperatives, the role of NGOs, advocacy, local community organizations, participation, actualization needs for self-help, personal approach, and leadership.

Keywords: Empowerment, Women, Development.

A. INTRODUCTION

Today, women have an important role in national development (Takayanagi, 2016). One of the efforts to improve women's bargaining position in increasing their national development role is empowerment. In this empowerment approach, it is assumed that if you want to improve women's bargaining position, an effort is needed to increase their power to bargain and to change their own destiny (Pratama, 2013). This means that this approach requires the involvement of women not only as objects but also as active actors, as people who formulate their own needs (Mavono, 2017).

The basic concept of resource use to improve the population's welfare in rural areas has several aspects: First, it requires local actors' participation to utilize pastoral
resources sustainably. Second, increasing productivity through improving the regeneration of rural resources (Setiawan, 2019). Third, improving just welfare (Saugi, 2015). Fourth, improving the quality of life and local knowledge. Fifth, pay attention to the sustainable capacity of rural resource carrying capacity. Realizing the welfare of the rural population by utilizing rural resources regarding three pillars, namely: 1) Sustainable management of pastoral resources in supporting the lives of rural residents; 2) Utilization of rural resources to strengthen the socio-economy of the rural population through the empowerment of rural communities and related institutions; and 3) Understanding of the problems and potential of pastoral resources (Kapoor, 2019).

This finding can be attributed to Abraham Maslow’s theory of the hierarchy of human needs. According to Abraham Maslow, humans have a series of conditions, and these needs affect a person’s activities so that they must be satisfied. Furthermore, these individual needs are arranged in a hierarchy starting from the lowest to the highest level. If the weakest needs are not met, then the next level’s requirements cannot be satisfied. This theory is called Abraham Maslow’s hierarchy of needs theory. The five levels of human needs are (1) physiological needs; (2) the need for security; (3) the need for a sense of belonging and belonging (affection); (4) need for appreciation; (5) the need for self-actualization (Nadim, 2017).

Local organizations’ capacity is grown by organizing groups in the community at the lower level (Women’s societies, youth groups, growing groups, and so on.) and community leaders, traditional leaders, spiritual authorities, village/hamlet officials, and the others. The aim of strengthening these local organizations is to allow them to intend toward resource efficiency, improve productivity, negotiate with other parties, and carry out collective practical activities (Sahoo, 2020).

Social entrepreneurs play a role in economic development because they can create creative social and economic values, namely: (1) Creating job opportunities; (2) To innovate and create new products or services needed by society; (3) Being social capital, social capital is the most important form of various money that social entrepreneurs can create because even though in an economic partnership the most important are values: shared value, trust, and a culture of cooperation (Emebet, 2020); and (4) Equity promotion. Several experts in women’s studies stated that one of the efforts to improve women’s bargaining position was through organizing, which was considered the most concrete step to empower women better (Yuniriyani, 2020). One example of this organizational empowerment approach’s success is empowerment in Ciangir Village, Cibingin District, Kuningan Regency.

The problem to be answered in this study is what factors influence women’s empowerment in Ciangir Village. The practical benefit of this research is that it is hoped that it can provide information and an overview of the assignment carried out in Ciangir Village to make a useful contribution to other regions to apply it to
improve their respective areas’ economic conditions.

B. METHOD

This research uses a qualitative approach. The technique of determining informants was carried out purposively, in which the selected informants were the ones who were considered to know and understand the most about the problems in this study. It develops using the snowball technique, where the selection of advanced informants to extract data to obtain variety and depth of information is obtained based on references or recommendations from key informants. This type of qualitative descriptive research, data collection methods through in-depth interviews, observation and documentation, checking the validity of the data in this study used triangulation techniques of data sources, analysis techniques used qualitative data analysis techniques following Miles and Huberman. This analysis consists of three lines, namely: (1) data reduction; (2) Presentation of data is done using narrative text form, and (3) Concluding.

C. RESULT AND DISCUSSION

Women’s Empowerment Process

First, Look and Think Stage. To carry out the look and think stage, various preparations are required, including administrative preparation and field preparation for the research location. Administratively, it includes preparation regarding the design and settings of research, licensing, and initial contact with various numbers of dependents from 2 to 3 people with mostly elementary school education and not completing elementary school. They work as agricultural laborers, some of them selling or cooking. Although most of them only have farming skills, with the cooking and selling experience that a small number of them have, it is hoped that this Empowered Village Women’s group can be developed to process natural resources as their productive economic activity.

For site preparation, several activities were carried out, including an initial assessment to map the research subject's conditions and the stakeholders who would be involved. In this stage, an analysis of potential needs and the source system available at the research location is also carried out. Data were obtained about poor women's profiles who were the subject of research and discussions about problems, needs, and action plans to be carried out through this activity. To ensure the research target's conditions, a home visit was also conducted to triangulate the field's requirements.

In the initial discussion, the action plan resulted in several agreements on women’s
groups' activities, taking into account existing local potentials and considering that the research location has fishery potential, including superior products in West Java Province, namely tilapia, gold, and catfish. So it was agreed to carry out fresh fish processing to make shredded fish and smoked fish. Apart from processing fresh fish, chickens and ducks are also proposed to take their eggs and make salted eggs. There is also a provision for social assistants for the established women's working group at this stage. This aims to prevent non-governmental groups and citizens in general that remain alive without experiencing setbacks, assist the group in carrying out its functions and roles to improve social welfare for members of the community, and maintain the group towards the realization of independence.

For the management of natural resource potential or available local potential, coordination with related parties is carried out. In terms of processing freshwater fish and chicken livestock, the research team coordinated with the Kuningan District Agriculture Office (fisheries and animal husbandry). Also, the coordination of the Women Empowerment Office and KB of Kuningan Regency and the Social and Manpower Office of Kuningan Regency, as well as other parties involved in the action plan, especially in the treatment stage and the sustainability of group activities.

Second, Act Stage. Several activities at the Act stage, namely social and entrepreneurial guidance and skills guidance and social assistance by local assistance teams.

Social and Entrepreneurial Guidance. This activity begins with group dynamics by the research team to break the ice, introduce and provide motivation and enthusiasm (Kushandajani, 2019). Social and entrepreneurial guidance aims to increase the target group's knowledge of social, family, and entrepreneurial problems. Followed by 30 participants, Social motivation guidance by the Kuningan District Office of Social Work team is expected to have persistence and perseverance in doing business, don't give up easily and must be able to prove that their chosen business is growing and able to improve the welfare of their family. The Office of Women's Empowerment and Family Planning provided material on the importance of women being empowered and having a business, especially single parents, to continue to provide welfare for their families, especially for the protection of their children.

Skills guidance. To implement gardening and chicken farming processing activities, all equipment is facilitated by the Kuningan Regency Agriculture Office. This condition is the result of coordination in the women's empowerment research process. It is the most important part of the women's empowerment model in Ciangir Village through coordination between related institutions. This indicates a partnership relationship between agencies.

Implementing Skills Guidance runs at the same time between groups of chicken breeders, duck breeders, and shredded freshwater entrepreneurs. Workshop
between agencies. The process of synchronizing programs between agencies is very important to support economic acceleration by developing technology to be utilized by target groups. This is following the spirit to help the Grand Plan for both the Improvement and Enhancement of Indonesia’s Economic Growth (MP3EI) is the first step against enabling Indonesia to become a developed country and one of the top world’s ten by 2025 through inclusive, just, and sustained strong economic growth. (Pakkana, 2020).

**Third, Monitoring and Evaluation.** In this evaluation and monitoring phase, activities are carried out in group discussions at the local community level: Facilitators, Social House Administrators, and Community Leaders, coordination meetings in districts and provinces which implementation is as described above.

Monitoring and evaluating the implementation of the concept model shows several things, including: (1) Increased knowledge and skills about making fresh fish floss, where members of the Empowered Village Women group become skilled in producing shredded floss. However, it still requires further guidance from related parties; (2) New job opportunities for Village Empowered Women; and (3) Using fish as a resource for increasing income (Hillman, 2018).

**Important Factors in Empowering Women in Ciangir Village**

Several factors are considered to have an important role in empowering rural women, namely as follows:

**First, Government Participation.** The government has a big share in improving the welfare of its people. However, in a society, both central and regional governments can improve the welfare of their people. Especially in the current era of regional autonomy, local governments should be able to become a driving force for economic development and the empowerment of their people because autonomously, the government can regulate the government and its finances (Yusuf, 2020);

**Second, NGOs.** Currently, many have developed in Indonesia and are engaged in the social sector. NGOs have played many real roles, especially in empowering women who can reach things that government programs have not touched. With their self-sufficiency, NGOs develop regional or area-based activities so that each targeted area has a different timetable according to the community’s conditions. In contrast to government programs which usually take the form of packages from the center, community empowerment in Ciangir Village has succeeded in making a real contribution.

**Third, Consistent.** The empowerment they do does not conflict with the socio-cultural system that has developed so that it is easily accepted by the community. Revolutionary community empowerment, but adapted to the capabilities and environmental conditions of the community so that it is sustainable in a sustainable
manner (Pratiwi, 2020). Although it does not immediately change the lives of the Ciangir people from the past to be rich, what has been done has provided facilities for those who are poor to be able to develop themselves, so that it is implemented evenly to all regions in Indonesia regardless of the conditions of the target areas (Cholil, 2017). As a result, many government programs have failed;

**Fourth, Accompaniment.** In a poor society, a companion who is tasked with accompanying the formation and organization of community groups is needed or in the context of this research are women (Parantika, 2020). Apart from that, the assistant must also make efforts to improve the quality of human resources, namely the quality of group members and administrators, and increase the business capacity of members. According to Kartasasmita, the ideal companion is one from the community itself (Lockley, 2019).

**Fifth, Local Community Organization.** Community groups that grow from the community itself are the most effective facilities for community empowerment efforts. In women’s empowerment, women who work with other women will be more empowered than if they work alone. The formation of a local community organization by women will increase women’s bargaining position. Besides, when they gather, they can formulate their own needs so that empowerment programs will be easier to achieve (Purnomo, 2020).

**Sixth, Cooperative.** Cooperatives are an important tool that can empower women, especially in increasing their organizational skills and access to credit. These two things are important, especially for women in rural areas (Pakkana, 2020). Many rural women with low education will have skills in decision making, leadership, independence, and management. It is not only empowering women in the economic field but also in terms of psychology.

Furthermore, cooperatives in rural areas have a very important function in improving the community’s welfare, such as easy access to loans, helping to organize farmers’ needs, and accommodating farmers’ crops so that they can be sold collectively (Ibrahim, 2020). Today in Indonesia, many Corporate Social Responsibility Programs are a charity or aimed at empowering women in a particular region or community group. The private sector is considered to have large capital empowering women because it is more independent and not tied to any political interests. With a sufficiently large source of funds, the private sector can enable women if the program can facilitate women with intensive assistance and a high level of sustainability (Hartati, 2019).

**Seventh, Education.** Education is the key to community empowerment, both men and women. Education here means not only formal education but also informal education such as handicraft-making skills, cooking skills, and organizational skills. With education, women have the power to empower themselves.
**Eighth, Participation.** Participation is participation, participation, or involvement that is related to its outward condition. The definition of the principle of participation is that the community plays an active role in the process or flow of program stages and their supervision, starting from the socialization, planning, implementation, and preservation stages of activities by contributing energy, thoughts, or in material form (Purwanti, 2020). In empowering women, women must have the awareness to be involved themselves in the activities carried out. Participation here also means that women must participate in every decision-making because they will later do it themselves. Participation focuses on how they are empowered and their role after they become part of an empowered group (Munjono, 2019).

**Ninth, Personal Approach: Empowering women in Ciangir Village.** Ciangir village began with Ms. Astuti’s concern for the poor and disadvantaged villagers who wanted to invite them to seek additional income to improve their living standards. The first thing to do is survey by visiting each person to determine their problem and needs (Stacey, 2019). The approaches taken by Ms. Astuti made her close to the community (Widiyanti, 2018). With him being close to the community and working with them, he knows what the community needs and helps solve society’s problems.

Apart from personal communication, Ms. Astuti also held discussions in groups. This discussion aims to discuss what the community wants to do and convey ideas or change its attitudes and behavior. In the dialogue held in the cooperative forum or artisan, Mrs. Astuti instills a lot of value in the women of Ciangir Village, namely to recognize the local potential they have, independence, a simple perspective that they are still able to do business even with small capital. Self-esteem, and awareness of the importance of women’s involvement in politics. These values have been conveyed well to Ciangir women, which has changed Ciangir Village so that it becomes more advanced as it is today. This is what in communication theory is called interpersonal communication. In interpersonal communication theory, dialogue and interactions that occur in touch are considered the most effective communication in changing attitudes, opinions, and behavior of communicants, which can then be called persuasion efforts. One of the goals is to change the attitudes and behavior of others (Sitiyaningsih, 2017).

The interpersonal communication carried out by Ms. Astuti was quite good because what she conveyed had touched the hearts and minds of the people to alert people to want to move to build their village. Leadership about women’s empowerment in Ciangir Village emerges a leader who can direct his town’s development towards progress. Ibu Astuti, originally the head of the Ciangir Farmer Women’s Association, was given a mandate by group members to occupy the highest position in the village to change Ciangir Village to be more advanced and prosperous. So far, what he has been doing is looking for what should be done to make his village progress. When he was the village head, the first thing he did was to improve the village.
administration, which was previously poorly organized, then repair the village roads, which in several hamlets were still unpaved.

Then he asked for reforestation for the benefit of reforestation and prevented a recurrence of landslides that had occurred. He continues to make developments and changes to this day. If it is related to the theory above, the leadership carried out by Mrs. Astuti is process leadership. As a process, the administration is focused on what leaders do, namely, how Leaders use their influence to define performance vision for staff, subordinates, and many others they guide, inspire people to achieve these goals, and contribute to the development of the a positive work environment. Likewise, with Ms. Astuti, she uses her current influence and position to immediately build the village according to what the community aspires to. Thus it is easy for him to command the community to work together to create the town, protect the town from landslides, and especially now, what is being done is to make Ciangir Village a tourist village. A transformational leader is a leader who puts the people first.

D. CONCLUSION

From the research results on empowering women in Ciangir Village, nine factors influence empowering women in this village, namely as follows. (1) The Role of the Government. The government plays a role in empowering women in Ciangir Village, but government assistance comes when the empowerment process in this village has taken place; (2) Cooperatives; (3) Role of NGOs; (4) Role of Social Service Facilitators; (5) Role of Local Community Organizations; (6) Women's participation in the empowerment that is carried out is quite high; (7) Need for Appreciation. One of the things that motivate Ciangir women to take part is their need to be respected and prove that they can do something as good as what men can do, that they can also excel, and they deserve to be involved in activities in the village.; (8) Personal Approach. This personal approach is related to the role of mentoring, where the mentor makes a unique approach to the community; and (9) The leadership carried out by Mrs. Astuti can provide significant benefits for women's empowerment because since Ms. Astuti took office, women are no longer underestimated by men. In fact, women are always involved in every village government activity, and women hold several positions in the village government.

REFERENCES


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