

Entrepreneurial Training Oriented to Rural Women's Empowerment

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Abstract— Real factual conditions that functional literacy is not functioning as expected, if there is no follow-up will again be illiterate. Based on the objective conditions, then held entrepreneurship training. This study focused on the question of how the implementation and the supporting inhibitor rural entrepreneurship training oriented towards women's empowerment. The goal is to know the implementation of the training, functioning skills, formed a business group post functional literacy and supporting, inhibiting the implementation of training. Descriptive qualitative method with case study approach. Data collection techniques in-depth interviews, observation and focus group discussions (focus group discussion) gradually. Data were analyzed using an interactive model (interactive models of analysis) that is data reduction, data presentation, and conclusion. The results obtained by the implementation of rural entrepreneurship training oriented towards the empowerment of women there is an increased awareness of independent businesses and business groups have a new range of dishes of local raw materials. Interest in learning and community participation are high backed by a factor of life needs urgent. Suggestion: rural entrepreneurship training to be followed in the following research with the introduction of science and technology for society (Science for the public).

Keywords— *entrepreneurial training, rural entrepreneurship, women's empowerment*

I. PRELIMINARY

Training plays an important role to deliver the individual / community groups in the plan entering the workforce or want to change jobs. Because the training is a form of education with the principles of learning that is not bound by the level and timing, the main thing is how to create the training so that participants can run things well according to their talents and abilities, related to the knowledge, attitudes, values and skills of a person. Training is not just learning course for the training results will be immediately visible, while in the learning ability of the individual to do something takes a long time and the time before appear to have changed.

Training is a process used by organizations to meet their goals. It is called into operation when a discrepancy is perceived between the current situation and a preferred state of affairs. The trainer's role is to facilitate trainee's movement from the status quo toward the ideal.[1] Training is considered

successful if it can bring the reality of human resources involved in the organization or group.

Rural development should be a priority, it is quite reasonable, because 80% of Indonesia's population live and work in the countryside, in general, low education levels and unskilled work in agriculture and plantations. The abundance of natural resources in rural areas, are not optimally utilized. The working age population in the countryside tend urbanization to the city as a factory worker, construction or as domestic servants. Based on data from the National Labour Force Survey BPS until February 2015, the unemployment rate to reach 7.5 million or 5.81% of the total population of Indonesia. Of these, 3.96 million unemployed young people. Conceivably increasingly lot of unemployment if the majority of people just waiting for jobs.

The number of productive age unemployment and villages abundant potential, natural resources are abundant in the area on the left. Adding to the long list of poverty, the burden of life, as a result of farming communities become increasingly difficult and was not able to resolve the problem. Entrepreneurs in the village cannot be separated from the farm, not all locations can make farming results, results which can prosper, and it is inseparable from the existence of resources as the manager of the agricultural and farming.

The process of developing a more equal relationship, fair and without the domination of a community. Empowerment entails a process of critical awareness of society about the rights and obligations, requiring the development of local leadership egalitarian and have legitimacy on its people [2]. One of the strategic ways to enhance the potential of women and improving the role of women in both the public and domestic domain. Efforts empowerment of women to gain access and control in various fields to resources, economic, political, social, cultural, so that women can organize themselves and improve self-confidence to be able to contribute and participate actively in solving problems, in turn, women are able to build concepts dignity and free from the shackles of poverty. Empowering rural women build businesses by providing powerful skills through the use of information technology and the Internet have a significant impact for the community. [3] In a critical incident experienced by Brazilian businessmen, faced obstacles between the conditions of women with professional personality

who lived as a woman entrepreneur [4]. Micro-scale entrepreneurs can not only with the traditional ways in the market, because financial circumstances, more effective with the use of social media to offer goods and services [5]

Problems: (a) how the implementation of the rural entrepreneurial training, oriented towards women's empowerment. (B) What are the supporting and inhibiting the implementation of rural entrepreneurship training, oriented towards women's empowerment?

II. RESEARCH METHODS

This descriptive study was designed using qualitative method with case study approach. Data collection techniques such as by in-depth interviews, observation during training and focus group discussions (focus group discussion) gradually. Data were analyzed using an interactive model (interactive models of analysis) and continues over to the bitter end, until saturation data that has three components: data reduction, data presentation, and conclusion (Miles & Huberman Model). Data reduction is a process of selection, focusing, simplification and abstraction of the raw data contained in court records. Data from the field of Mendalan interviews as well as a summary of the Focus Group Discussion (FGD) and secondary data were transcribed in the form of a report is then reduced and have things that stand out.

The research location Cimenyan District of Bandung regency, West Java. The subjects were women who had finished the functional literacy and has had SUKMA (Certificate of Literacy). The livelihoods of the majority of every day as a laborer is not fixed. Post functional literacy skills already acquired untapped, while the local resources in the form of the results was that cassava has not been developed or processed into semi-finished or ready for consumption.

III. RESULTS AND DISCUSSION

A. Training

Education and training is a form of human resource development is very strategic because in education and training is always concerned with the problem of values, norms and behavior of individuals and groups. Education and training programs are always planned for purposes such as personal development, professional development, problem solving, remedial action, motivation, improve mobility, and security of members of the organization. Provide a number of benefits for the population of participants, helping people speed up the fulfillment of an effort to improve life standard, can improve attitudes to be able to adapt to environmental changes and can make decisions properly. Motivation to learn, develop their knowledge and foster a sense of confidence and solidarity amongst participants. Being able to improve the performance of individuals, their learning process used by individuals, groups and communities to meet the needs, because of the perceived mismatch on the current situation in the fulfillment of their livelihood. Coach role is to facilitate people learn they need.

Judging from the role, training can be defined as a planned process to facilitate learning or training so that people can be

more effective in performing their activities. [6] Planned happened deliberate where in it is reflected in such things as: 1) the readiness of citizens to learn the physical, intellectual, social and emotional. 2) motivation to learn how other people, encourage experimentation, and exploration, 3) the relevant material is important and valuable for the individual as well as able to do so, and 4) the training objectives to be achieved should be realistic so as to bring about a change of behavior appreciable in the next life or outside the context of training. It is therefore important training implemented for several reasons, such as: entering the era of globalization characterized by rising market segment needs and the needs of national and international competence, rapid technological advances that require the expertise of the workers, who previously unproductive jobs that require new skills.

The creation of an environment where trainees can learn how to acquire attitudes, abilities and skills, knowledge and behaviors specific to the task and livelihoods will be done. Efforts to acquire new knowledge or improve their knowledge and skills as well as changes in individual attitudes, which means an improved form of human resources. People who had not been or cannot even do the job that may not have been done and was now able to do after going through training. Discrimination against women who live in rural areas, doubts about the ability to work to achieve success. In 2007, the law equality between men and women sustainable development of the rural environment, is the starting point for improving the situation of rural women. Entrepreneurship training, business innovation in products traditionally associated with the image of "rural authenticity" [7]

This study is to train women in functional literacy participants who already have SUKMA. These women, more or less already have the skills to make the kinds of dishes made from local raw namely cassava. Therefore, this entrepreneurship training to support the sustainability of the skills that have been owned.

B. The training process

Step One, the recruitment of trainees. These activities include registration of prospective participants. Registration of candidates is based on the requirements set by the organizers of the training program. Organizers training program may be the status of government agencies, private organizations, groups or individuals. In this study the requirements imposed post-literacy women are functional and have had SUKMA and related to internal characteristics (needs, interests, experience, task / job) and external (family, social status, relationships).

The second step, identify the needs, resources, and possible obstacles. Perceived learning needs of learners to have the knowledge, skills, values and / or a particular attitude to acquire new capabilities. Sources identified the training include human resources and non-human that supports efforts to weeks to meet the training needs and learning needs. The resistance of the human resources (resource limitations) non-human barriers may be the lack of programs and resources to support. *Third step*, formulate and define the general objectives (goals) and special purpose (objectives) training. The general objective is achieved what is considered especially when the destination is

reached. The specific objective of training focused on behavioral changes of participants concerning the knowledge, skills, attitudes and values related to the competencies that must be owned by the participants during or after training. *The fourth step*, drafting tool initial assessment and final assessment tool trainee (*pretest and posttest*). *The fifth step*, collating sequence training activities, determining the learning materials and selecting methods and techniques of learning. The sequence of training activities include a series of activities of the entire training program and schedule of activities throughout the training program. Activities overall training includes clearing, execution, and closing of the training. Learning materials include the realm of cognition, skills, and affection associated with these new capabilities. Methods and techniques of learning are selected based on suitability and level of support to the intensity of participatory learning activities. *The sixth step*, training for (the) coach. Coach, whether individuals or groups, need to understand the overall training program, sequence of activities, scope of training materials, and various methods and techniques used in training. Form of training for trainers can be workshops, upgrading, training, etc...

Seventh step, carry out an initial assessment for trainees. These assessment tools can take the form of pre-test. Realm assessed with regard to the ability to be learned or acquired in training. One form of objective test that can be used in the initial assessment is participant statements (*opinionnaire*). *Step eight*, implementation or execution of the training process. The training process is the core of learning. In this process happens a dynamic interaction between the trainees, trainers, and learning materials that concerns the trainer and trainee. The learning activities in the training process is based on the sequence of activities materials, methods, techniques and tools of learning that has been compiled in the sixth step. *Ninth step*, conduct a final assessment (*posttest*) for trainees. Realm assessed at the end of the training is the same as the domain which were assessed at pretest. The test material in the form of knowledge, skills, attitudes, and values regarding the skills that are taught or acquired in training. *Posttest tool* is the same as an assessment tool used in pretest training. Questions or statements and response options in the pretest and posttest are created equal, but if there are other considerations, questions and statements and answer choices can be different while the core material is the same. *Step ten*, evaluate the training program is an effort to collect, process and present data or information to be used as input for decision-making regarding the training program. This evaluation may include aspects of the process, results and impact of the training program. Evaluation of the training process (*training-process evaluation*) to determine the extent of the accuracy of the implementation of the training program in accordance with the plans that had been developed previously. Evaluation of the results of training (*training-outcome evaluation*) to determine changes in the behavior of participants, concerning the knowledge, skills, attitudes, and values related to the ability acquired after the training program. Evaluation of the impact of training (*training-impact evaluation*) is to determine the results of training for trainees themselves, (especially the ability to carry out the task or job), institutions, and society.

C. Rural Entrepreneurship

Disciplined and systematic process in applying creativity and innovation to the needs and market opportunities. Many people have ideas about new products and services, but most of them do not do anything against the idea. suggests that entrepreneurship is "*An entrepreneur is one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying opportunities and assembling the necessary resources to capitalize on those opportunities*".[8]

The ability to connect creative ideas with actions and specific business structure, success is a constant process that relies creativity, innovation, and its application in the market. The process of creating something new on the value of using the time and effort necessary, to bear the financial risk, physical and social risks that accompany, receive monetary rewards generated, satisfaction and personal freedom

Rural entrepreneurship training, while it still has not made a strategic choice because they have a future uncertain. The village is considered not to be a means of self-development. Rural areas in general can be said to be still lagging behind, both in terms of infrastructure, facilities, crowds, as well as easy access to information. Less productive potential in the rural village made little progress. Many people have to work outside the village to earn a living. Some rural communities, a strong mindset is working and working. They rarely have the initiative in entrepreneurship. Training purposes, is essentially a statement of what the results to be achieved in the implementation of the training. The goal is the change after the participants completed their learning experiences in training. Ie the output and impact achieved in training. (1) Village vocational programs generate output residents learned that increasing vocational skills and development of the business group. [9]

Rural entrepreneurship training is intended in addition to gaining knowledge or increase the knowledge, attitudes and behavior in rural communities in general and women in particular are functional post keasaraan can get started as micro enterprises (merchants), a new direct impact of changes yourself is to obtain additional income.

D. Women Empowerment

Empowerment is an effort to provide the opportunity and the power to the individual or society's ability to participate, negotiate, influence and organize society in a responsible manner for the betterment of life. People gaining an understanding of and control over social, economic, and/political forces in order to improve their standing in society. [10]

The transformation of power relations between men and women at different levels, namely the family, community, and country markets. [11] The concept of empowerment of the first power in the decision-making process which emphasis the importance of the role of women. Second, empowerment associated with a focus on the relationship between women's empowerment and impact on a man in a diverse society. Indonesian Women dynamic enough for the family emotionally

and financially supports large to improve the quality of life balance family. [12]

Women will be improved if it can be independent and able to take control over decisions relating to life. There are two characteristics of women's empowerment. First, as a reflection of the emancipatory interest of encouraging citizens to participate collectively in development. Second, the process of engaging the individual or the community in the process of enlightenment, awareness and organizing collective so that they can be partitioned. [11] Empowerment of women is one of the strategic means to improve the potential of women and improving the role of women both in the public and domestic According .[13], to do include (a) Debunking the myth of women as complementary in the household. (b) Provide a variety of skills for women. (c) Provide opportunities to women participating broadest education. Provision giving women skills can be productive and do not rely on men. Various skills can be taught, such as: skills of sewing, embroidering and entrepreneurship by making batik fabrics and various types of culinary delights. Learning opportunities necessary, given the strengthening of the community paradigm that the highest level of women will eventually back to the kitchen. This has resulted in the low (mostly) women's education.

The strategic measures women's empowerment is to provide support that makes women as the focus of attention and devotion arena. Especially to the women, who had to be done immediately is to improve their ability gradually and continuously to be able to process and act with opportunities in their own environment. This skill needs be done in the form of small business practices, guidance and support given credit for businesses that process can be a container as a means of beginning to process raw materials locally and all that can be utilized from the surrounding environment.

Motivating women do to raise their ability to be able to see further into the future. Forms raise their consciousness to save money, it absolutely must be done because they are the backbone of the family who had to feed their children and improve the welfare of their families.

E. Indicators of Success for Women's Empowerment

The empowerment of women is done to support and accelerate the achievement of the quality of life and partner alignment between men and women engaged in the whole field or sector. The success of the empowerment of women into the ideals of all people, to find success as a process, judging from indicators of achievement success. [14]

Women's empowerment indicators are as follows:

(A) The existence of sufficient resources to support women's education as much as possible; (B) An increase participation and spirit of women to try to acquire and receive education and instruction for themselves; (C) Increasing the number of women attain higher education, thus, women have a greater chance to develop a career as well as men; (D) There is an increasing number of women in the legislature, the executive and the government. Increased involvement of

women activists in the campaign; (E) educational empowerment of women. [11]

F. Self-Reliance Enterprises

Self-reliance is the attitude of people who obtained cumulative during development, people will continue to learn to be independent in the face of the environmental situation, so that the individual is able to think and act on their own. With self-reliance one can choose his path to developing a steadier. Independently in the business, has the ability to create something new and different things through creative thinking and acting innovative to create opportunities in the face of life's challenges, developing ideas and his mind especially in creating business opportunities within him, running a business that they do without having to rely on others. Must be able to create new things, have to combine creativity and responsive to market opportunities. Utilize, develop technologies that exist around, find new knowledge, new ways to produce goods and services that are new and renewable.

Independent behavior as a person in improving the quality of their work. Suharsono Sagir stated: Independent, creating work for themselves, or develop into entrepreneurs who can create jobs for other people or to become scholars, human creative, innovative, through his ideas or inventions, making the community better; either in the form of technological innovation, or innovation of science are able to develop more advanced science, as a preventive and repressive efforts for the survival of human resources.[15] To start a business is not always require huge capital. Would But If you already have a strong desire, belief and a solid plan, it must act immediately and not wait for something good luck. With some creativity and persistence, skill or talent one becomes the power to build a business. Independent business is capable of stand-alone businesses continued survival by means of the initiative and hard work in managing and developing business organizations, providing capital, calculate the risks, make decisions and to account for it by believing in the ability of self.

Women entrepreneurs in the Peloponnese, existence of market demands, rural women are more dynamic, innovative, meet market demand. Utilizing local resources (agricultural production, traditional recipes, family labor). They are more concerned with maintaining a balance between the needs of the profession and the demands of family life to achieve economic goals through a rational business. [16]

The process of self-reliance in improving the progress and welfare of a process in which independence or self-sufficiency within themselves continue to grow for the sake of increasing achievement so as to generate wealth in the society due to the higher achievement of which we achieve by itself, affect the well-being of a person or a community group. Women must have an understanding of entrepreneurial orientation to succeed in their businesses. Including risk-taking, creativity and innovation, problem solving capabilities labor. This can be obtained through workshops, training programs, and mentoring. [17]

IV. CONCLUSION

Implementation of entrepreneurship training to rural women's empowerment-oriented business independence, welcomed by the citizens of the post-literacy learning functional, the majority are women. Training went well, the enthusiasm of learners is very high, excited, as evidenced by the discipline and participation in training. Skills acquired during follow functional literacy, the real work. Residents learn very motivated to make the effort, either alone or in groups. Support thrust urgent needs in life, the skills acquired during the functional literacy learners are very enthusiastic, entrepreneurial training. Willingness and ability to entrepreneurship is very large, proved by the establishment of new business groups of local raw material. Inhibitory inhibiting no touch technology.

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