

# Local Wisdom-Based Entrepreneurial Training for Women Empowerment

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## **Abstract**

The objectives of the study were to analyze: 1) the factual condition of the female learners of Paket C program, 2) process of local wisdom-based entrepreneurial training, and 3) the impact of entrepreneurship training on economic empowerment. The research was conducted using qualitative approach through case study method. The subjects of the study were CLC managers, tutors and learners of Paket C. Data were collected using observation, interview, and documentation study. Data analysis techniques used interactive models, through the stages of data collection, data reduction, display data, conclusions, and verification. The results revealed that: 1) the learners of Paket C are women who drop out of school. They do not have sufficient knowledge, attitudes, and skills to develop entrepreneurship skills. 2) entrepreneurship training was done through the identification of learning needs, human and natural resources that can be developed based on the potential available around the environment. Entrepreneurship development was based on local wisdom. The idea of entrepreneurial development was adjusted to local customs, rules, and cultural values prevailing in society. 3) training results can improve entrepreneurship knowledge, attitudes, and skills so as to increase the incomes of learners. The increased income has impact on the economic empowerment of her family.

Keywords: Entrepreneurship Training, Local Wisdom, Empowerment of Women.

## **1 INTRODUCTION**

One of the orientations of the Packet C equivalence program is directed towards functional skills training through entrepreneurial development for community empowerment. Through entrepreneurial-based functional skills training it is expected that learners of Paket C has entrepreneurial behaviors that are reflected in creative personality, self-discipline, self-confidence, risk-taking, strong drive and willpower to develop their business. Paket C program is specifically aimed at increasing economic revenues that impact on community empowerment. After the learners of Paket C follows the entrepreneurship training in accordance with the ability of self, potential and local wisdom, economic independence can improve. Independence is a change in living standards that are characterized by the acquisition of employment opportunities or entrepreneurship, the acquisition or increase in income, health, and appearance.

In its development, the existence of Paket C program in Indonesia is one of the parallel model of non formal education aimed at helping solve the problems of formal education. The development of

parallel model of non formal education with formal education emphasizes the two paths to run side by side and mutually support each other. Learners are those who do not have the opportunity to attend formal education, who drop out of education or do not continue higher education, and children who drop out of school. This parallel education has the dual purpose which primarily to provide educational opportunities to the students so that they can take formal education terminal exams, and secondly, so that the students can develop their self-confidence and ability to face the reality of life in society (Sudjana, D., 2004: 112-113). Essentially, nonformal education is oriented to community empowerment.

One of the causes of the powerlessness of the community, among others, is not accessible to the formal education system and the lack of development of non-formal education activities that exist between them. Therefore it is very coveted the presence of non-formal education programs that based on social culture and the surrounding natural potentials to empower the community. Community empowerment through non-formal education focuses on learners in group form and emphasizes objective

processes such as mastery of knowledge and skills. The regional development process enables communities to work together in resolving emerging problems and with social strategies to jointly meet the challenges and emerging changes in society (Kindervatter 1979: 159)

There are six types of sustainable education programs that can empower communities, especially women, namely: (1) post-literacy programs, (2) equivalence education programs, (3) income generation programs, (4) quality improvement programs, (5) Development of individual interests, and (6) future-oriented programs (APPEAL, 1996: 8). In order for non-formal education programs to be effective, it is necessary to note the suitability of the program with the socio-economic, socio-political, and socio-cultural developments that are the dimensions of human life. Finally it can be stated that an effective program is capable of empowering citizens of learning, enabling them to identify and solve problems.

Paket C program, one type of equivalence education, is essentially an answer to the problem of learning faced by women learners of Community Learning Centre (CLC) Assolahiyah Karawang regency. Paket C program at CLC Assolahiyah is synergized with local wisdom-based entrepreneurial training as a form of women empowerment. CLC Assolahiyah has a Community Education pilot laboratory in Karawang regency, which is integrated with Women's Life Skills Education (PKH-P) program of the Ministry of Education and Culture. The CLC Assolahiyah management is trying to improve the local community's economy according to the local potential of environmentally friendly waste, through entrepreneurship training to the learners of Paket C, so as to encourage the economic progress of the community based on local wisdom. It is trying to raise the local potential-based business, for example by processing and making food that is given the brand "Popiya Krezz", which is the type of Snack food made from raw shrimp from local fishermen. Not only that, CLC Assolahiyah also helped the process and its capital to create community independence. CLC Assolahiyah is facilitated as a pilot program of community education based on the potential and local wisdom with the model of Business Group and Family Economic Empowerment for learners of Paket C.

Based on the above conditions, the objectives of this study were to analyze the factual condition of the female learners of Paket C program, the local wisdom-based entrepreneurial training process, and

the impact of entrepreneurship training on economic empowerment of the learning community.

## 2 METHOD

The study was conducted using a qualitative approach to analyze information about the main phenomena explored in research, participants, and research sites on local wisdom-based entrepreneurial training for the empowerment of female learners of Paket C at CLC Assolahiyah. The purpose of the study was written in terms of "technical" research sourced from qualitative research language (Schwandt, 2007 in Cresswell, 2013: 167).

The case study method was used to analyze entrepreneurship training based on local wisdom for the empowerment of female learners of Paket C. The case study aims to obtain a detailed case picture, theme or subject analysis, and interpretation of the researcher or case assertion. This interpretation may be called "lessons learned" (Guba & Lincoln, 1989 in Milan J.M. & Schumacher, S. 1997: 57).

The subjects of the study were determined by purposive sampling, ie one manager, one tutor and three learners of Kejar Paket C. The research was conducted through the steps: 1) orientation to get information about what is important to find, 2) exploration to determine something focused, and 3) member check to check the findings according to the procedure and obtain the final report (Nasution, 1996: 33-34).

The research instrument used was by observation, in-depth interview, and documentation analysis as data source of triangulation which can be accounted for accuracy to collect qualitative data supported also quantitative data. This technique is used to verify the data collected. Analysis of research data using interactive model through stages 1) data collection (data collection), 2) data reduction (data reductional), 3) data presentation (data display) and 4) conclusion/verifying (Miles MB & Huberman AM, 1994: 19-20).

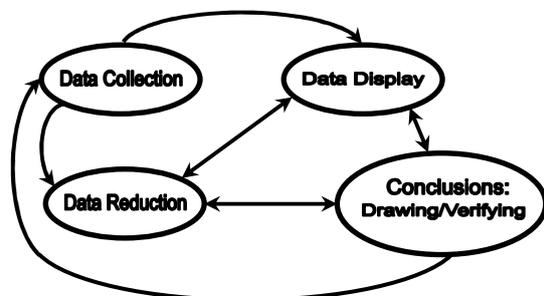


Figure 1. Interactive Data Model Components

### **3 RESULT AND DISCUSSION**

#### **3.1 Factual Conditions of the Women's Learners Program Paket C**

Paket C program in CLC Assolahiyah is followed by 10 women learners. Paket C program is implemented through *local wisdom-based entrepreneurial training model*. The purpose of entrepreneurship training is to increase women's entrepreneurial knowledge, skills and attitudes so as to develop their business for family economic welfare by optimizing various social, cultural and natural resource conditions based on local wisdom. In its operations, entrepreneurship training is carried out to improve the knowledge, attitude and functional skills and entrepreneurship of the learners of Paket C.

According to the managers, CLC Assolahiyah held a Community Education Pilot Laboratory which was attended by 10 women learners of of Paket C. They were selected from hundreds of members, because this is a government program which finances only 10 people. However, the implementation of this CLC provides the widest opportunity for local people to process and produce local produce, as an economic effort for small and medium-sized communities.

Paket C Program integrated with Business Group and Family Economic Empowerment conducted entrepreneurship training based on local wisdom conducted for 6 months; learning during 3 months, June to August 2016, and September to November 2016 carry out assistance to the studying residents. This model is a tangible manifestation of people's economic development that is not just learning and theory given to society. The Business Group and Family Economic Empowerment Program is implemented starting from the formation of groups, the facilitation of halal permits, health permits including patents. This model is expected to be implemented throughout Karawang regency as the development of

#### **3.2 Training Process of Local Wisdom-Based Entrepreneurship**

In the early stages of the implementation of entrepreneurship training based on local wisdom in CLC Assolahiyah, the tutor identifies the learning needs and various sources of local potential that can be developed. Tutors motivate and increase the

intensity of communication with the learners to gain clarity that the learners will actually follow the entrepreneurship training. Identification activities are carried out to find out: 1) the background of learners to follow Paket C, 2) the various potentials of the learning community related to the real needs of the learners to follow the training process, 3) the life background of the learners of at home and community, 4) The learning environment where they live and work, and 5) the daily living conditions of the learning community, and 6) the habits, rules, and values prevailing within the learning community. This identification is done to help solve problems through training processes and strategies that are used primarily in selecting designs and themes that match the entrepreneurship training materials designed with local wisdom.

Local wisdom is custom and habit that has become tradition which done by a group of society from generation to generation which until now still be maintained strongly. The idea of entrepreneurial development is adapted to the potential, customs, rules, and local cultural values prevailing in society.

During the entrepreneurship training, learners of Paket C were given material with a general pattern that is: (1) the composition of entrepreneurship training materials; 30% theory, 40% practice, and 30% implementation, (2) theory was given in class, (3) practice was implemented inside and/or outside class or other room, but still in CLC environment, and outside the theoretical training hours. Frequency of meetings was according to the type of workshop that has been scheduled from the beginning, (4) the implementation was entirely done outside the CLC, business partners, or in the work environment of each learning community, and (5) the pattern of assistance was done with partners and business partners CLC as a means of consultation for learners.

Implementation of local wisdom-based entrepreneurial training in CLC Assolahiyah was carried out using some management strategies as follows: 1) production strategy, which aims to determine the production output to be developed as a form of business. 2) a process strategy, aimed at developing an effective and efficient entrepreneurship training program so that the training gets the best results, 3) location strategy, aimed at determining where the training is appropriate to the learning conditions of the learning community, and 4) the human resources strategy, Human and natural resources needed in accordance with the potential and consider the habits, rules, and values as a result of cognitive efforts adopted by

society that is considered good and wise implemented and obeyed by the community around the location of . This principle is in line with the opinion of Sudjana, D. (2004: 130) which suggests that the Paket C program that integrates with the enterprise skill that matches the resources available in its environment, has essentially touched the effort of fostering and developing entrepreneurship. The development of entrepreneurship is implemented in accordance with the local wisdom and potential of the local community. Consideration on local potential becomes the basis for business development in accordance with customs and traditions prevailing in society.

Local wisdom can be interpreted as habits, rules, and values as a result of cognitive efforts adopted by certain local communities or local people who are considered good and wise, which is implemented and obeyed by the community. Ideas of local wisdom can be manifested in various forms, ranging from customs, rules, values, traditions, and even the religion of the local community. The local nature of the wisdom developed in running the business in CLC Assolahiyah shows that the values or ideas that occur in the environment surrounding the learners of Paket C has been felt to bring good benefits to the lives of learners in the community.

Local wisdom plays several functions in society, for example for the maintenance and preservation of natural resources, human resource development, cultural and scientific development. Local wisdom is a reflection of how society views and interacts with the surrounding environment, both the social environment and the physical environment. Local wisdom is the customs and habits that have been traditionally done by a group of people from generation to generation that until now still strongly maintained (Tim Wanana Nusantara, 2009: 1).

In enhancing the capabilities of entrepreneurial knowledge, attitudes and skills, the Paket program that is integrated with entrepreneurship training aims to address or solve the economic problem facing the learning community. Thus entrepreneurship training as a process of economic empowerment also emphasizes the critical ability of the community in analyzing every economic, social, and political situation it faces, and develops its skills further in order to improve its standard of living (Kindervatter, S. 1979: 12 13).

Entrepreneurship is basically the soul of one's self expressed through creative and innovative attitude and behavior to do business. People who have an entrepreneurial spirit can do business or

become entrepreneurial actors or better known as entrepreneur. Hisrich-Peters (1995: 10) in Alma, B. (2007: 26) suggests that: "Entrepreneurship is the process of creating something different and vaule by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risk, and receiving the resulting rewards of monetary and personal satisfaction and independence.

### **3.3 Results of Entrepreneurship Training on Economic Empowerment.**

The main objective of entrepreneurship training for leaners of Paket C at CLC Assolahiyah is to establish or develop a community entrepreneurship pioneer business unit that is in line with its potential, creates opportunities for funding sources of institutions derived from the profit of developed business units. Enhancement of business capability is characterized by increased knowledge, attitudes, skills, and courage of self-supporting individual or part of the business incubator developed by CLC that has an impact on strengthening community empowerment.

Kindervatter (1979: 154) proposes several strategies for community empowerment in community social organizations, such as CLC: (1) seeking to foster regional capability through organizational enhancement as well as creating coalitions among organizations, (2). Starting with the interests of the community and focusing on the community itself, (3) being open, having no specific purpose but attempting to activate the community to work together, (4) emphasizing discussion methods, democratic procedures and hard work. Non-formal education flexibility with respect to learning time and duration, age of learners, learning materials, organizational strategies and assessment of learning outcomes, is likely to suggest a greater role in poverty alleviation. Therefore, it is necessary to increase containing education as a non formal education role in providing alternative community empowerment.

The results of entrepreneurship training for leaners of Paket C are in accordance with the standards of entrepreneurial competence that have been established to: 1) identify the types of businesses that are likely to be developed in accordance with environmental and market conditions, 2) write and communicate the business plans developed, 3) master certain production skills according to the business developed, 4) marketing business products, 5) perform loss / profit analysis,

6) establish partnerships, and 7) maintain and develop entrepreneurial competence.

The results of entrepreneurship training are expected to impact on economic empowerment of the community. The impact of entrepreneurship training for learners of Paket C is a process of community empowerment on the aspect of improving the family economy. This strategy recognizes the importance of the capacity of communities to enhance independence and internal power, through the ability to exercise internal control over important material and non-material resources through the redistribution of capital or ownership (Korten 1992) in Adimiharja, K. and Hikmat, H. (2004: 1).

The concept of empowerment in the discourse of community development is always connected with the concept of self-reliance, participation, networking, and justice. Basically empowerment is placed on individual and social forces. Empowerment is defined as a psychological understanding of the influence of individual control over social circumstances, political forces and rights by law (Rappaport, 1987). McArdle (1989) defines empowerment as a decision-making process by people who consequently carry out the decision (Hikmat, H. 2010: 3).

## **4 CONCLUSIONS**

### **4.1 Factual Conditions of the Women's Learners Program Paket C**

In its operation, Paket C program in CLC Assolahiyah is implemented to improve the knowledge, attitude and functional skills and entrepreneurship of the learning community. Paket C program at CLC Assolahiyah was followed by 10 female learners. Paket C program is implemented through entrepreneurship training model based on local wisdom. The entrepreneurship training program aims to increase women's entrepreneurial knowledge, skills and attitudes so as to expand their business for family welfare by optimizing various social, cultural and natural resource conditions based on local wisdom. Paket C program is integrated with Women's Happiness Family Program and Business Group and Family Economic Empowerment Program. In practice, entrepreneurship training develops the "Popiya Krezz" business, and other processed foods, such as shrimp crackers, shrimp fillings, shrimp paste and other local preparations made from natural produce and marine products. In

principle, the development of entrepreneurship in CLC Assolahiyah is through business development based on the local potential and wisdom.

### **4.2 Training Process of Local Wisdom-Based Entrepreneurship**

Paket C based on entrepreneurship training in CLC Assolahiyah begins with the identification of learning needs, human and natural resources that can be developed based on the potential available around the environment. The entrepreneurship training materials for the learners of Paket C consists of the composition of the entrepreneurship training materials; 30% theory, 40% practice and 30% implementation. Theory is given in the classroom, the practice is carried out inside and/or outside the classroom or other room, but still within the CLC environment, and outside the theoretical training hours. Frequency of meetings is according to the type of practicum that has been scheduled from the beginning, the implementation is done entirely outside the environment of CLC, business partners, or in the work environment of each learning community, and the pattern of assistance is done with partners and business partners of CLC as a means of consultation for learners. The implementation of entrepreneurship training is carried out using production strategies, processes, locations, and 4) human resources are in accordance with the potential and consider the habits, rules, and values as a result of cognitive efforts adopted by the community that are considered good and wise implemented and adhered by the community around CLC location.

### **4.3 Results of Entrepreneurship Training on Economic Empowerment.**

The results of entrepreneurship training for learners of Paket C are in accordance with predefined entrepreneurship competency standards to identify the types of businesses that are likely to be developed in accordance with environmental and market conditions, writing and communicating business plans developed, mastering specific production skills according to developed business, marketing business products, performing calculations of loss/profit, establishing partnerships, and maintaining and developing entrepreneurial competencies. The result of entrepreneurship training that based on wisdom is the improvement of business capability characterized by the increase of

knowledge, attitude, skill, and courage of self-supporting individually or part of the business incubator developed by CLC which has an impact on strengthening community economic empowerment.

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