

# The Life of Women's Entrepreneurs. Case Study of Women Empowerment in Education Tourism Kampung Coklat Blitar District

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## Abstract

Kampung Coklat is an Educational Tourism has changed the way of life of women in Plosorejo village. The presence of Educational Tourism has benefits society, especially women. Women who have been preoccupied with domestic sector or home contributors to family income supplements. They have the opportunity to work and earn income to meet the needs of their families. Those who are 17 to 30 years old and have education minimum level of junior high school are recruited as employees to serve visitors in Kampung Coklat, while housewife who have a family and child(ren) need to increase their family income by selling their homemade local special food. Kampung Coklat has changed the women live, they have more appreciation with the time and opportunity that exist. Their lives become more dynamic, more meaningful and begin to be taken into account by family members and society

Keywords: entrepreneur; women; educational tourism;

## 1 INTRODUCTION

The cocoa plant in Plosorejo village has been cultivated in the past, around 2007 the local government has provided cocoa seeds to every family in Blitar Regency, and finally the plant yields very encouraging results. The initial harvest is only sold in the form of cocoa beans, the marketing is still around Java, even many people can only sell brown seeds sold to middlemen. Although the harvest is quite encouraging but the benefits obtained by farmers have not provided much benefit. This condition encourages farmers groups to find ways how these chocolate plants can be maximized, so it can have a high selling value. Then came the idea of the chairman of Cooperative Guyub Santoso, which has been collecting the crops of people to process the fruit of chocolate into various foods, so that will provide added value. Preparations are initially only for children consumed and it selling very limited. Considering the area of cocoa plantation here is quite widespread, idea came up to develop Kampung Coklat as a tourist location as well as learn about

chocolate, eventually became Educational Tour of Kampung Coklat.

The village of Plosorejo has a population of about 6,722 people, consisting of 3,443 men and 3,279 women, with the same number of households and heads of households as 2,176. In other words it can be explained that every household has about 3 to 4 souls. Around 1071 families worked as farmers and 257 families as farm laborers. This condition illustrates that the majority of the population as farmers. Starting from the potential of cocoa that is owned by Plosorejo village, developed Kampung Coklat tour. As the development of tourism in general turns brown in the village establishment Blitar there are benefits to the surrounding community, all these things cannot be separated from the fact that tourism activity is an activity that is multidimensional. The establishment of the tourist area in an area will impact on aspects of life of the surrounding community, including the women initially a lot of activity in the home (domestic) and if it should help earn extra income working as a laborer, but the situation began to change with the venture out of habit.

On the basis of these conditions, this study attempts to answer questions related to: (1) how non-formal educational activities in educational sites of brown kampong; (2) how the entrepreneurial spirit of women in Plosorejo village after there brown kampong; (3) how the level of women's empowerment around chocolate brown educational tour. To answer that question used a qualitative approach with grounded research, data collection using deep interviews and observations, while the data were analyzed using analysis introduced by introduced by Strauss and Corbin[11], in the research Grounded Theory consists of three types of coding, ie coding terbuka (open coding); coding pivot (axial coding); and selective coding (selective coding).

## 2 DISCUSSION

Prior to 2012 Plosorejo village is a prosperous village like the village in general, their life is based on agriculture sector including farming. Plosorejo Village at that time the majority of the population is laying hen breeders, their lives quite calm and happy, prosperous because laying hens has become a successful livelihood community and can produce prosperity for the local community. But everything has changed since the attack of bird flu virus around 2012 in the village, most of the chickens they cultivate die, so that the life of the people of Plosorejo village become worse and the poverty and the shortcomings they feel.

In addition to the chicken that became a mainstay at that time, it turns out the cocoa plant is also a prima donna, in 2004 local government to provide brown seeds for residents, and the chocolate has shown encouraging results. However, the results obtained from the harvest when it was not quite encouraging, so that the masuh people pursue livestock chicken laying. Things get changed when many farmers out of business, thanks to the brilliant idea one villager as chairman of the Cooperative Guyub Santosa, finally cacao harvests encouraging start to be processed to be a meal, and can provide added value (interviews with farmer groups Gapotan Gumul ). With the management and processing of chocolate is finally the life of the community began to wiggle wake up and develop in particular by the presence of educational tours "Kampung Coklat", this is in the opinion of Suryana[12] which states that entrepreneurship (entrepreneurship) emerged when an individual dared to develop businesses and his new ideas

In early 2013, cocoa processing began to be marketed in shops, schools or canteens around Kademangan and Blitar districts. However, the

result was not very satisfactory eventually the manager of Cooperative Guyub Santosa around early February 2014 came the idea to make educational tour of Kampung Cokelat. Then start promotions even though the media used is very simple ie with conventional mouth and mouth and social media. With so many coming fieldtrip will add promotions to spread this travel information. Thanks to the suggestion of one of the visitors at this tourist site not only provided things related to chocolate but also the typical local food,

The variety of potential and abundance of available natural resources make its own support for business actors to obtain raw materials in accordance with the field of business dilekahinya. Cakera[4] states that to build the economy of Indonesia should be encouraged entrepreneurial society, while Hasan[5] suggests that in Indonesia is still a minimum number of entrepreneurs, therefore the development of entrepreneurial society should be done. Currently total employees at Educational Travel Kampung Coklat 144 people composed of 35 men and 109 women (document Guyub Santosa Cooperative profile), they are local villagers. From the number of existing employees it appears that women are very dominant in supporting the success of Kampung Coklat. Women who originally only work in the house, now start acting outside the home. Their task assortment, ranging from making chocolate products, serving visitors, both as a guide for visitors and saleswoman at the "Kampung Brown". In addition, many villagers make the most of their time by making processed foods sold around Kampung Coklat, before any Education Tour activities, they process food only for the sake of their own family, but now they make food for sale to the visitors. This shows that in villagers, especially women have been able to read opportunities by exploiting the existing potential.

The potential of the region / village has the opportunity to be developed and managed well so that it can develop the entrepreneurial spirit of the surrounding community. As stated by Muhi[8] states that the potential of the village includes: (1) village geographic potential (topology aspect and non biotic aspects); (2) the potential of natural resources in the village area (land resources, forest resources, and water and marine resources); (3) the potential of human resources in rural areas (labor force and unemployment); (4) economic resources in rural areas (village economic potential, employment opportunities, and village businesses); (5) social and cultural potentials in rural areas; (6) institutional potential in the village; (7) facilities and infrastructure in the village, very likely to support the development of entrepreneurship in the area, it seems that the potential is in the village of Plosorejo.

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## **2.1 Non-formal Education Activities at Kampung Coklat's Educational Sites (Heading 2)**

Educational tour as an activity or a trip that is done for recreational purposes with more features of education, there is a guide that will direct and provide information about Kampung Coklat and all. The first step we take is that we are invited to find out the cocoa and cocoa trees that are mature, infoemasi about how we open the skin of the fruit is very thick and can simultaneously try to come to practice for those interested. Then visitors are taken to the nursery area visitors show how to make chocolate seeds. With this information the participants have knowledge of the nursery.

Further education activities to see and understand the process of drying of cocoa beans, cacao seeds were younger than 1 year, and the kids were excited listening tour guide, on this occasion, the visitors had the opportunity to hold, observe, and smell the scent of cocoa. Many visitors who visit it is the first experience to smell and hold fruit cocoa directly. Gurihnya very distinctive aroma of trees, flowers, and fruit Cocoa. According to the tour guide, flowers and fruit can not be touched because it can threaten crop failure.

Non-formal education is an educational path outside formal education that can be implemented in a structured and tiered manner. Non-formal education is held for community members who need educational services that serve as a substitute, enhancement, and / or complement of formal education in order to support lifelong education. Educational Tour Kampung Coklat is one of the non-formal education rides. Non-formal education itself can be interpreted as every opportunity where there is regular and focused communication outside the school and a person obtains information, knowledge, training or guidance in accordance with the needs of life. Kampung Coklat becomes a learning tool without taking the role of teacher. In this resort there is a lot of knowledge about chocolate from upstream to downstream, this tour is one of the very important learning media. By visiting these sights visitors not only see plantations, take pictures, but can directly hold, ask and practice related to the cultivation and processing of chocolate.

In Kampung Coklat, participants are invited to the cooking class room. This room can see the

production process, packaging and know the type of chocolate / brown powder, and visitors can also learn to decorate the chocolate that we can finally take home. After doing the cooking class the participants go to the meeting area which involves the manager of Kampung Coklat, the interesting thing happened we did the question and answer session / sharing not in the hall or the room but we were taken by nature around the pool. The learning process that occurs here though brief is only about 60 minutes but the knowledge gained feels memorable and easy to remember because not only the theory but can directly practice. For consumers, Kampung Coklat is a tour that provides new experiences through chocolate education such as chocolate breeding, cocoa planting, post harvest harvesting, and chocolate processing up to food and beverages up to the packing process and this is an education for getting closer to chocolate or cocoa.

## **2.2 The Soul of Women Entrepreneurship at Kampung Coklat Education Site**

The employees who are in this vehicle are the people around, not only the women who take advantage of opportunities with various needs of visitors, even the men using the land around his home for parking vehicles visitors, residents around "Kampung Coklat" of course also goto sustenance in managing Parking vehicles. Amazingly, they do not charge very expensive parking fees. "Kampung Coklat", it has been able to create jobs for the people around, as well as able to provide satisfaction for others, especially for Blitar residents, in fact, able to improve the economy of local people, which automatically adds regional income as well, and this is one of local wisdom which should be appreciated.

Of 144 Chocolate Village employees turned out to be 109 women. They are local villagers. Their work is to accompany or guide visitors, cultivate a variety of foods from chocolate, handle the post-harvest process (from picking, drying, breaking cocoa beans, to processing and marketing in the gallery). For those who are not involved in Kampung Coklat Village Education, has opened a business by processing and selling food and also souvenirs that can be purchased by the visitors. Even for parts of cocoa plants that can not be processed like cocoa bean skin used as cattle feed while the cocoa skin is made into a craft, for this female workers are also very instrumental.

The involvement of women in entrepreneurship, the study of several researchers, among others Ardhanari[3], which examines the profile and obstacles of women entrepreneurs in Indonesia to

grow. The findings are very interesting because it is mentioned that the constraints of women entrepreneurs are the personal characteristics caused by the workload due to the multiple roles of women and the structural characteristics, namely barriers to access to capital (terms and collateral) and marketing access in which women have low marketing information access. It was concluded that barriers to the development of women entrepreneurs is the result of gender stereotypes between women and men in a patriarchal environment.

Women's participation in activities for business establishment is also lower, where men are twice as frequent as women. The proportion is worse for developing countries, since male participation is close to 75% [7] as well as Wilson [13], which states that women's ownership of businesses in Asia, Africa, Eastern Europe and Latin America is only 25%, while the rest is owned by men. This shows that the involvement of women in the business world is still very low. However, the women of Plosorejo village, although bound by patriarchal culture, the presence of educational tourism began to open their awareness that women should be able to earn money not only for themselves but also their families. Basically entrepreneurship is the result of interaction, integration and reflection of ideas, expectations and relationships between individuals. Learning with the aim of encouraging entrepreneurship is to support entrepreneurial activities (entrepreneurial activities) [10].

Women have an important role in improving the economy of the State. Based on data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia 2015, about 60 percent of Small and Medium Enterprises (SMEs) are managed by women. The awareness of Indonesian women to move forward and develop in the economy and family helps to increase and develop the seeds of female entrepreneur's spirit. The condition of the economic crisis indirectly also supports the growth of women entrepreneurship spirit in order to create personal and family economic independence.

No doubt with entrepreneurial women also can have financial independence in the family. Its economic independence, women can have their own power and the strength to do many things for the good of the family and the surrounding community, as well as open access to all networks. In addition, this power will also be able to strengthen women psychologically, and avoid any act of harassment or domestic violence. This makes women have bargaining position in the family so that its position is appreciated, it does not mean to beat the husband, but in order not to be underestimated because we also have a contribution in the economy. To support the development of this Education Travel,

community empowerment by facilitating the formation of women entrepreneurs is always based on local knowledge, such as adjusting the local potential of the cocoa plant and the capability of the community as people learn so that they can contribute to the changes in life and in accordance with their culture. Kampung coklat provides the opportunity for citizens to learn to deliver their performance results not only to the organizers or to other participants who are packed as independence education as a goal to develop the potential of confidence. Many women still do not realize that they have entrepreneurship skills, their considerations include the support of less husbands, or because of the obligations in the domestic sphere to be done every day, the lazy attitude to grow and wrong association. The women who decide entrepreneurship with capital daring, but it was able to reap success.

### **2.3 Impact of Kampung Coklat Village Education presence for the community**

In Blitar district currently has a land area of approximately 3,500 hectares of cocoa majority in southern Blitar regency. The whole plant is ripe cocoa enter into cooperative and processed (interviews with travel managers Educational Kampung Coklat). Creative thinking sees tourism potential and lifestyle that continues to grow and this that encourages cooperative managers with members change from brown garden to Kampung Coklat as Education Tour as it is now. Kampung Coklat, which is actually a very small chocolate garden of only about 750m square meters, the garden is also a place of nursery, drying and processing until the seeds are ready to be brown, finally added some supporting instruments to become a tourist attraction and cool.

Blitar show economic improvement due to an increase in the number of tourists up to three percent in 2015 and partly donated rating of Tourism Education Kampung Brown. Every day about 1000 visitors, while the number of holiday offs increase significantly [6]. Objective rural entrepreneurship development will only be achieved optimally when the village leaders, village heads in this case, have an entrepreneurial spirit or the spirit of the village is high [2]. Building and encouraging entrepreneurial spirit in the village, there must be unyielding support and motivation to change the way people think. People who originally have a mental workers should be directed to have the spirit and courage to entrepreneurship. With this income increase then the community not to mention the difficulty in meeting the life needs an *deng dikarenak* an economic

growth rate of 6.02% and 5.68% for East Java, which means also mempengaruhi income Blitar society generally and specifically Plosorejo village society.

The development of sustainable tourism of Kampung Coklat can also be seen with the building of the hall, guest house, children play area, food outlet complex and brown village also contributes to the provision of jobs for the surrounding community as evidenced by the majority of brown village employees are the surrounding community. GuSant chocolate processed products are souvenirs from chocolate village. This product has a variety of shapes and flavors. Gallery Kampung Coklat not only sell but also processed chocolate items sold there, such as shirts, hats, sandals and bags. The current condition of local market demand quite a lot, they come from various regions in Indonesia. Local and outdoor markets averaged about 14 tons per day. Usually the requested is cocoa powder as well as processed products, but the majority of processed. In addition, all products are exported, some are exported, the amount of cocoa is exported up to 15 tons of seeds per day at Rp 25,000 per kilogram.

The community activities of Plosorejo village produce several processed snack foods combined with cocoa beans produced in Kampung Coklat. Then the results of the processed products are sold in the gallery tin "Kampung Coklat" to be enjoyed by visitors to the sights. In addition to producing processed products, the community also makes dishes in the form of various foods that are sold in the cafeteria in the tourist attractions so that visitors can also enjoy the cuisine for lunch. Cocoa processing activities organized by this brown village provide benefits not only for the learning community who follow the activity but also provide benefits for the environment. This is because the village of chocolate has given lessons not only how to cultivate cacao plants but also how to care for cocoa crops so it will not damage the balance of the environment.

From the data obtained can be explained that the presence of Kampung Coklat has led to an increase in the welfare of the community, this is because the number of tourists increases steadily from time to time. This increase of visitors provides blessing for the Blitar community, especially Plosorejo village, as the work is increasingly open to the local community. Utilizing the yard of houses for parking lots, outlets to sell food and souvenirs by residents can increase their income. The opening of several homestays and hotels certainly also opens job opportunities for the community. With the opening of job opportunities by itself has an impact on the lives of people who are more comfortable, happy, far from the occurrence of domestic violence,

considering they have been able to meet the needs well.

According to the managers and also the community around until now has not or never raised negative impacts, actually kegotongroyongan woke up well, for example to avoid various parking charges then conducted a deliberation to make a deal tariffs, and this can be done well. In addition, the community also always maintain the sustainability of this resort by always maintaining the cleanliness and beauty of the environment, such as arranging and always put the waste of the sale place where the place is provided. If there are visitors who throw garbage carelessly will tell well and even picked it up to be dumped in the garbage. According to the manager until now the presence of this Educational Tour bekum show negative impact. Even cocoa waste such as skin or the skin of the beans contained in chocolate village educational tours could be tapped to make money. The skin of cocoa beans is fed to livestock while the cocoa skin is made into a craft. But apart from the good management carried out by the brown village in simalka n Memak educational tour featured material brown village.

### **3 CONCLUSION AND SUGGESTION**

#### **3.1 Conclusion**

Kampung Coklat is an innovation that departs from the spirit to build the people's economy. There is a passion to build Kampung Coklat is to make educational tour into a medium of learning cultivation of cocoa, harvesters to post-harvest processing In addition to enjoying the various processed chocolate, visitors can also follow the cooking class and see chocolate breeding gardens, and outlets that sell various processed chocolate Brownies chocolate, chocolate candy to chocolate powder sold on drinks and ice cream. The lessons learned during the visit in Kampung Coklat are the realization of nonformal education.

Kampung coklat gives community residents the opportunity to participate in peddling performance results to be entrusted at the Kantin Wisata Edukasi, and peddling itself by opening outlets that have been prepared by the local government along the road to the tourist attractions. With so the presence of this tourist place has added insight, as well as shaping entrepreneurial behavior to the community, especially women who are all able to develop the potential and confidence. Kampung Coklat has recruited women from Plosorejo villagers, out of 144 employees turned out to be 109 women. Women began to be empowered, not only play a role in the domestic sector but have been able to enter the

public sector to develop its potential through business activities that ditekuninya. As an employee of course the attitude of responsibility, discipline, hard work.

The presence of Kampung coklat has brought changes in a multidemisional fashion, both from the physical appearance of Plosorejo Village being a much-visited village, many of the homes for which visitors parked parking lots, many booths are set up along the village roads to the sights. Another change is the behavior of people to better appreciate every opportunity available to improve their lives. Environmental care behavior (clean, tidy) so that visitors feel comfortable. More exciting is the opening up of jobs for people who have an impact on a better life.

### 3.2 Suggestion

Although the crops and preparations have become widely known, managers should not feel satisfied immediately, should always look for innovations to find new products. Image that has always led to Switzerland and Belgium as the world's best chocolate producer, should be changed, that Indonesia is the world's third largest cocoa producer after Ivory Coast and Ghana could become the best chocolate producer. Therefore, Educational Tour of Kampung Coklat, especially its processed production always developed and improved its quality. For the benefit of marketing to overseas the dissemination of information using social media and information technology is necessary.

The development of educational aspects is enhanced, not only the tourists who learn, but also to open educational and training activities for prospective entrepreneurs who want to pursue the cultivation and processing of chocolate. Even after completion of education and training can be made plasma business where Kampung Coklat as its core.

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