

Women Empowerment in Ponorogo Regency with Si Kribo (Kripik Bothe)

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Abstract

Purpose of the study: This study aims to comprehensively understand the entrepreneurial development of women who do not work in Ponorogo in order to improve family life standards. As well as the necessary guidance. The scope of research is in Ponorogo Regency, where the Small and Medium Enterprises are women. The virtue of this research is to open jobs in the form of Kripik Bothe's home industry given the large number of raw materials that have not been utilized optimally

Methodology: The necessary data is primary data and secondary data. This study uses a quantitative approach that is supported by qualitative data collected by interviewing the object under study

Main Findings: The results showed that the barriers of MSME (Micro Small Medium Enterprise) are the limited experience and processing ability so Kripik Bothe (Bothe Chips) were less attractive to the market

Keywords: Jobs, MSME, Entrepreneurship

I. INTRODUCTION

In Indonesia's economic development, Small and Medium Enterprises are always described as sectors that have an important and strategic role in the development of the national economy, because they play a role in economic growth and employment also improve the welfare of the community and play a role in industry and development results. Small and Medium Enterprises are one of the main pillars in developing an economic system.

Related to the existence of small and medium enterprises, not only businesses that generate large profits, but SMEs have a lot to contribute to the Indonesian economy, so women need to be empowered in small and medium enterprises and growed entrepreneurial spirit up in order to be able to fight for their rights and interests as an

economic empowerment movement so that the welfare of their families can increase.

Following up on the collectibility of women's data carried out by the Economic Council of Regional Leaders 'Aisyiyah Ponorogo which shows many rural women who do not have jobs, because of their low educational background and low skills.

Besides that, there are many agricultural products in the Ponorogo area that have not been utilized optimally by the community, namely Bothe, and the number of unemployed women in the countryside needs to create new jobs, that is processing raw materials that are less useful so that they have value-added, namely making bothe chips (Kripik Bothe).

Empowerment is not only includes strengthening individual members of the community, but also its

institutions. Instill modern cultural values, such as hard work, independence, self-reliance, efficiency, open mind, responsible attitude (Ratnawati, 2011). Improving family living standards through group approaches and business diversification. Efforts to improve the welfare and empowerment of rural poor women through entrepreneurship can guarantee the economic actors to get their right, especially welfare and a decent standard of living (Ratnawati, 2011).

It is expected that by opening jobs, namely opening the Bothe Industrial house means that they become entrepreneurs because they have to hire themselves in addition to increasing family income while carrying out their household roles..

II. LITERATURE AND HYPOTHESIS DEVELOPMENT

Women Empowerment

Women's empowerment is the ability to make decisions and influence the result that useful for themselves and their families (Malhotra, 2002). Longwe (1991) stated that there are five elements that need to be considered in women's empowerment processes, namely: welfare, access, critical awareness, participation, equality of control.

The success of organization is considered to be possible by training, developing human resources and preparing this resource for the future in addition to the changes in structure, process and technology. Keeping up with the rapidly changing working life is only possible by managing human resources, which is the most valuable treasure of enterprises, in the best manner and to create professional autonomous, performance evaluation, positive relationships between professionals, sufficient personnel and happy, satisfied workforce in the working environment. To achieve this, available possibilities should be developed and the opportunity for development should be provided by establishing coordination

between the goals of the individual and organizational (Toygar & Ergün, 2012). According to Achmad and Hamzani (2015), the three main factors that greatly affect the Measurement of Total Factor Productivity (TFP) is the efficiency of use of available resources, the quantity and quality of resources used and the availability of existing technology. Productivity is the ability to obtain the maximum benefit from the facilities and infrastructure available to produce the maximum output (Siagian, 2001). Thus, this empowerment is needed to raise the quality of resource so the productivity would be gained a better profit.

The women empowerment is aimed to decrease the amount of unemployment graduate. Today, there are massive amount of employment wose come from graduate background. This women empowerment is expected to increase the ability of women themself to explore what best in them. It is showed by the entrepreneur character of the women that help them to lead a business i.e in food industry such as Bothe Chips. The study from Vasiliadis and Poullos (2007) showed that entrepreneurship education creates a positive image for the entrepreneurs and giving the contribution that entrepreneurship can be an alternative option of profession to the graduates. Other source shows that since the entrepreneurial mindset activities began, the careers of the key persons from an undergraduate program were foster the development of useful skills and personality traits such as pro-active, confident, creative, engagement, honesty, and social responsibilities (Wongpreedee, Kiratisin, & Virutamasen, 2015). With that development, women expected to be more autonomous, so their life will be better. Entrepreneurial education is the process of providing individuals with the ability to recognise commercial opportunities and the insight, self-esteem, knowledge and skills to act on them. It includes instruction in opportunity recognition, commercialising a concept,

marshalling resources in the face of risk, and initiating a business venture (Jones & English, 2004).

The Definition of Small and Medium Enterprises

Small and medium Enterprises has two small business definitions known in Indonesia (Sulistiyastuti, 2004):

1. The definition of small business according to UU No. 9 of 1995 concerning Small Business is the economic activity of the people who have a maximum annual Sales proceeds of Rp.1,000,000,000 (1 billion) and have net assets, not including land and buildings, at most Rp.200,000,000.00, Owned by Indonesian citizens, stand-alone and in the form of individuals business, the business have not a legal entities.

2. Definition according to the Badan Pusat Statistik (BPS) categories, small businesses are identical with small industries and household industries. BPS classifies industries based on the number of workers, i.e:

- Household industry with 1-4 workers
- Small industry with 5-15 workers
- Medium industry with 20-99 workers
- Large industry with 100 or more workers.

SMEs are a strategic potency in accelerating regional development. Because MSMEs have an important position not only in absorbing labor and the welfare of the people in the region, in many ways they become an adhesive and stabilize the problem of social inequality (Abidin, 2008). Improving family living standards through group approaches and business diversification. Efforts to improve the welfare and empowerment of rural poor women through entrepreneurship can guarantee the economic actors to get what they are entitled to, especially welfare and a decent standard of living. (Ratawati, 2011).

Meanwhile, according to Wiryanto (2012), in order to encourage the growth of SMEs, the relevant local governments need to make efforts to empower SMEs through the development of human resources of SMEs, increasing access of SMEs to the expansion of credit distribution, increasing productivity and optimizing coordination.

From the research related to Small and Medium Enterprises, namely: Research on "The Role of Small and Medium Enterprises in Strengthening the Economy in Ponorogo" by Rapini et al. (2016), it is known that: 1) Motivation to run the cake/food industry is to help the family economy but now can be used to make a living, besides that, the neighbors who succeed in the cake / food industry go along. 2) The role of the cake/food industry helps small communities to earn income, gain knowledge, it means that helps the government to open jobs. 3) Barriers are generally in recording/ administration. Other research is the Beginner lecturer's research on "Role of Women in Running a Family Business in Ponorogo", (Titu Rapini, UmiFarida, 2014) obtained results that: 1) Employees involved in the Chicken Satay Industry are mostly family members. 2) While their motivation to be involved in the chicken satay (sate ayam) business is in order to help the family economy. Their role in the production process are in all stages of the process of making chicken satay (sate ayam). In terms of the administration of receipts and expenditures, many do not registered. While the expected training is related to network marketing and promotion.

The third research: Competitive Grant Research on "Financial Management Founding Model of Small and Medium Enterprises in Ponorogo District" (Rapini et al., 2016) has known the three types of training from 2009 to 2013. But this data is not supported by its business fields, and the name of the company. The samples are 50 companies. The result is 52% of the trainees have business, 24% have not and 24% have not found

the address. Whereas those who own a business, they do not have written financial data. This indicates that SMEs do not have a standard financial report that can be used to evaluate their financial management performance.

III. METHODOLOGY

The Study Scope

The study scopes are Ngebel Sub-district and Pulung Sub-district, Ponorogo Regency, in these areas have a women's group community. Site selection is done purposively. The reason for choosing this location is Ngebel and Pulung Sub-districts, which are sub-districts that have a community that involves farmers, and their fields are planted with Ubi Bothe.

Data Collection Technic

The data needed are primary data and secondary data. Primary data includes data of women in terms of: Age, skills, level of education, interests, talents, marital status, monthly income, and group's draft of SMEs and their constraints or barriers. This study uses a quantitative approach supported by qualitative data. The quantitative research is a household census research guided by direct interviews with questionnaire guidelines on the object under study. While the Secondary Data includes the data of the farmer group community.

DISCUSSION / ANALYSIS

Empowerment of women entrepreneurs in improving the quality of production and marketing of the mbote chips (keripikbothe) industry, focuses on two villages in Ngrogung village, Ngebel Sub-district, and Banaran Village Pulung sub-district, Ponorogo Regency. Ngrogung and Banaran Villages have a majority jobs as farmers and gardeners. The average female population uses more of her time at home. The agricultural products are the varieties of tubers.

Based on the existence of agricultural potential, to have more selling value and durable, the bothe

chips industry is developed. The obstacle is the limited experience and the resource ability in the processing, then the type of chips from Ngrogung Village then becomes difficult in the marketing, so it is less desirable to continue production.

Considering the objective condition of Ngebel which has attractions such as lake and durian fruit plantations, the potentials are very possible to bring tourists. In addition there is also Toyomarto waterfall. Ngebel tourism potentials above can be used as means to developing other products, from Ngebel village and others, one of them is bothe chips industry.

The survey results in Ngrogung Village, there are 6 small business groups that produce bothe chips. These groups have been greatly reduced compared to the previous number which reached 10 groups. The majority of members of this small industry group are housewives. To restore confidence in the bothe chips industry needs training and mentoring efforts to get the business back on track with the varieties of serving special foods from Ngebel.

According to information from several MSMEs that already have a consistent production process, the chips production process have certain systematics. Started from cooperation between producers with farmers around Ngrogung Village, Ngebel and Banaran village, Pulung. The cooperation intended to strengthen the raw material i.e.bothe.

Beside bothe, there are many other garden products i.e various types of bananas, cassava, and gadung. These potentials have the opportunity to develop into the chips productions. These can indirectly lead to an increase in new business opportunities that can absorb more labor from the surrounding area. So that it will have an impact on the improving level of the family economy. The developing of those business have barriers and problems i.e:

- (1) How to improve the quality of the Bothe chips that have already run,
- (2) How to diversify into other chips,
- (3) How is the marketing of the chips production?

The Mentoring Application of Product Quality Improvement

Diversification of Chips

The next mechanism of the women's empowerment model in the chips industry is to provide mentoring in the production of chips. Mentoring is mostly carried out by training presenters who have taught the improvement of product quality from Bothe chips. The mentoring is intended to always direct the process of making chips by members of the MSMEs group in achieving the minimum standards suggested by their companion. The minimum standard intended in the measure of the amount of production capacity that is feasible to be assisted by the marketing process, and the quality of the chips production that given a minimum target by the mentor. In addition, the production of chips is diversified in order to provide a variety of alternative product choices that will be used to expand the sales segment.

The mentoring process will be done step by step. The early stage is to ensure the standardization of making Bothe chips. The orientation produces high quality Bothe chips including flavors that are more savory, and the appearance of the frying is bright and clean.

This concerns the mechanism of the production process from the selection of ingredients to the frying method. The raw material for bothe tubers that are ready for use do not come from fresh tubers taken from the garden, but it is better to leave them in the open place for 3 days. Bothe will look wilted and ready to be peeled. Then soaked in clean water, and every 12 hours the water is replaced. Soaking is done for a minimum of 24 hours. After soaking, thinly sliced slices to

make delicious chips. The results of slicing the Bothe must be fried immediately with cooking oil that has reached the optimal boiling point. While fried, the spices made to enhance the flavor are put into the frying pan, and are waited until dry with a bright color. After being removed from the frying pan, cooked chips are aerated so the oil will be dry. Then it can be neatly packed and sold to the market. This mechanism is used as a basis for mentoring to all MSMEs Bothe chip producers. Mentoring is also intended to teach producing other chips types. Other chips that are planned as diversified products are cassava chips, banana chips and gadung chips.

Quality Improvement with Brands and Packaging

The next plan in improving the quality is to try to build a network by forming a community of Bothe chips entrepreneurs. In order to provide more value when already within the community association, each business unit must have a valid patent and trademark. The next step is done by providing a packaging design that attracts the attention of consumers, to believe that hygienic products are packaged in various sizes so that they can provide price options, seek halal certificates, and provide expiry provisions in the packaging in accordance with the provisions of the health department.

Generally, the packaging functions are:

1. To accommodate the product during distribution from producers to consumers, so that the product is not contaminated with air and causes a faster expiration.
2. Protect and preserve products, such as protecting from ultraviolet light, heat, humidity, oxygen, impact, contamination from dirt and microbes that can damage and reduce product quality.
3. As a product identity, in this case the packaging that is equipped with the brand can be

used as a communication and information tool to consumers through the label contained on the packaging.

4. Improve efficiency and facilitate calculation (one package contains 1 ounce, 1 kg, 1 and so on), so as to facilitate shipping and storage. This is important in the world of commerce.
5. Expand the using and marketing of products, for example sales can be made to a more distant place if it has strong packaging.
6. Providing different values from similar products so as to increase the attractiveness of prospective buyers.
7. Become a means of information and advertising, if the packaging is added to the production address, telephone contact, social media, and so on.

This success cannot be done individually in a short time. There needs to input suggestions from members of the community so that the quality of the product improves. So that empowerment can not only be focused on one place, but must be evenly distributed throughout the objects that are mentored. In this case the objects are the MSMEs fostered in the Ngebel region. It is the main motivation in bringing the MSMEs activities closer to the "Garin" brand in Ngrayun Sub-district with all the SMEs producing chips in the Ngebel region. It is expected that the involvement of the "Garin" MSMEs owner in mentoring MSMEs in the chips producer in Ngebel.

Marketing Assistance Application

Cooperation in Meeting Order Needs in Medium Industries

The second potential that can be taken to empower Bothe chips production is to improve the sales mechanism. Initially the sales made by all SMEs that produce bothe chips only depend on subscription orders and several kiosks around Ngebel Lake which act as intermediaries. The

intensity of the order also does not have a definite schedule. Sales are only done by presenting chips on a food sales rack. So that only people who are interested have the potential to make a purchase.

The marketing mechanism is very weak in fact, thus causing the growth of the chips industry to be unable to empower the role of women-dominated MSMEs. These problems which then led to the need for other solutions to make sales. The initial solution that can be done for the women's empowerment chips industry in Ngrogung Village, Ngebel by introducing the "Garin" UMKM from Ngrayun which already has great potential in selling its chips production. The sales mechanism carried out by MSMEs "Garin" is almost the same as what was done in Ngebel in principle, namely by depositing in several Ponorogo typical hawker shops, and fulfilling the order needs of several customers. It's just that the network is wide so the sales turnover is already very large. This collaboration is expected to be Garin's solution to meet customer needs from Ponorogo typical snack shops and other customers who often experience delays in supply.

Opening a New Market

Beside the collaboration with MSMEs "Garin", efforts were also made by open new markets from the results of diversification by the result of MSMEs group of women's empowerment in Ngrogung Village, Ngebel Sub-district and in TangkilBanaran village of Pulung sub-district. The new market is intended to opened by making several strategies. The first strategy focused on utilizing tourism potential in Ngebel. While the second strategy is a sales support strategy by using several media that sell Ngebel tourism potential.

Utilizing the tourism potential of Ngebel has various types of alternative activities that can be used as an orientation. The first object of this strategy is to take advantage of the opening of several tourist villages in Ngebel Sub-district,

which of course during the holidays attracts visitors to come. The offering mechanism is carried out together with the sale of fruits that are also the product of the plantation from Ngebel.

This is because in this area several gazebos have built to enjoy the durian fruit, which is directly covered with natural scenery with varied contour views. In this place there is a center for buying and selling durian fruit and some other types of fruit that are already worthy to sell. By utilizing visitors to the place, the snacks in the form of chips are also displayed to complete the choice of visitors.

The strategy is still in the sales pattern, but by expanding its sales area, namely to all shop owners and restaurants around the Ngebel Lake. The number of stalls and restaurants around the lake are 27 stalls and restaurants. On average, visitors must take the time to stop by among these restaurants. To attract the attention of sellers entrusted with merchandise, using a sales strategy in consignment, the goods will only be paid after sold, so the entrusted parties do not need to spend money fund, but have goods that can be sold. In addition, it also uses an agreement for profit sharing. The more items that can be deposited, the more profit per pack of goods.

In addition, it is strived to enter the snack market in hotels and villas that serve food for their guests. The number of hotels around the lake is 6 hotels. The average hotel has a hall that can be used for several events involving many people. While the number of villas around Ngebel Lake is 4 villas. So there is the potential to enter chips into the food menu served to villa visitors. Visitors to villas and hotels have their own destinations. Starting just refreshing, to find a place to hold seminars and meetings.

The supporting strategy used to complete the sales strategy by opening new markets is by creating advertisements in several media that preach the existence of Ngebel. The majority of the news

portrays the potential of Ngebel tourism which has been widely known i.e Ngebel Lake and durian fruit. The promotion of chips is carried out by young women who are involved in the production of chips that are accustomed to communicating in social media, including Facebook, Instagram , whatsapp, and blogs from multiple accounts. In the future it is planned to upload chips production shows via Youtube media.

IV. CONCLUSION

There is a very good potential that can be used to empower women in the Ngebel region, so that they can support in improving the level of the family's economy. The mechanism implemented in the empowerment process is carried out by focusing on strategies to increase the effectiveness of the chips production that exist so far, and the improvement of the sales distribution mechanism for their products. The quality of the products produced is in a bad category, due to lack of knowledge in choosing the quality of the ingredients and the mechanism for making the chips. While from the marketing aspect, there is a condition that is less serious in looking for sales opportunities. The empowerment process with higher quality chips production training. The training was conducted at the meeting hall of the durian rides, Ngrogung Village, Ngebel Sub-district involving 3 MSMEs in the chips industry or 29 peoples carried out by housewives and young women who did not have a permanent job and in Tangkil Banaran hamlet, Pulung Sub-district followed by 37 people. Efforts to improve the quality of production, it requires the existence of a clear brand and official permission from the authorized party, to obtain a trademark permit from the Department of Industry.

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