

## Developing The Potency of Productive Economy in IMKR Housewife Group Through the Making of Various Kinds of Wet and Dry Cakes

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### ABSTRACT

This PKM (Public Service) program was performed to increase the economic capacity of the service partners – women/wives who are under the IKMR (Railroad Track Young Family Association) at Lingkungan 12, Kelurahan Helvetia, Medan. Besides that, this activity also becomes an ideal need in encouraging the realization of sociopreneurship in lower class people. This activity was done through the penetration in various forms of making wet and dry cakes. It took 1 (one) month. It consisted of the presentation of marketing strategy and the training about making various kinds of wet and dry cakes. Besides the proposing team, this activity also involved some practitioners and graduate students in instilling the strengthening form to the partners. This service progressiveness included 1) the partners' capacity to manage and use social capital as a marketing instrument, 2) the partners had the capacity to run online based-marketing system, and 3) the increase in the partners' capacity to produce wet and dry cakes which had good taste

**Keywords:** Marketing, Training, Sociopreneurship

### INTRODUCTION

Poverty is one of the important issues in the development. Based on the data from the BPS (Central Bureau of Statistics), it was found that there were 26.42 million poor people in Indonesia in March, 2020, and 7.5 million of them (30%) were poor families (Purnamasari, 2020). One of the causes of their poverty was that their income is very little. For example, their average income of a family was IDR.2,093,421 per month while he has to be responsible for a wife and two children so that he has to earn a lot of money to support the family (Sugiyani, Munandar, & Harsiti, 2017). Consequently, their quality of life was very low which causes nutritional deficiency, low level of health and education, and underdevelopment in many aspects of life (Siagian, William, & Efendi, 2021).

Anticipating this reality, poverty extrication based-policy has been proposed to solve the problems, either by the government or by the private sectors. One of the enabling factors is by empowering female groups or housewives. This policy and the housewives' potency in supporting their families become a big opportunity. It is in accordance with the opinions of Rudiati and Heni\_(Masithoh & Kusumawati, 2016)\_which state that housewives' big potency can be used to support families' economic condition. One of the potential indicators can be seen from the TPAK (Work Force Participation Level) which, based on Sakernas of 2018, indicated a high disparity: 82.69% of men and 51.88% of women. Besides that, the involvement of women in the sector of productive business will cause social changes. The participation of women in the work force or productive work has influenced household economic activity so that family economic structure changes (Wisadirana, 2004).

Women empowerment is one of the main issues in the process of development (Sen, 1999). Empowerment is defined as the development process based on the participation of groups so that marginal individuals and groups are able to get more control on their life and environment, to get resources and basic rights, to achieve their goals of life, and decrease people's marginalization (Maton, 2008) (Hajar, Ashary, Hermawan, Rani, Monika, & Stevani, 2021). In practice, the activity of women empowerment means that women have the opportunity to improve or increase their economic condition. According to Dunning in Paton and Dewi (Palaon & Dewi, 2019)\_women empowerment has enabled them to develop themselves in order to find the solution on various problems they are facing and enabled them to change their

condition of life, their families, and their communities.

Referring to the conceptual building above, productive economy based- empowerment model becomes an ideal logic and feasible to be used in the context of handling economic problems, especially in families susceptible to poverty. One of the factors of handling it is by empowering housewives in Medan. This constituted a background for some factors which include 1) poverty in Medan still becomes the serious problem; the BPS (Central Bureau of Statistics) revealed that there were 183.79 thousand (about 8.08%) of the total population in Medan in 2019 were poor, 2) This wretched condition could cause low quality of education, lack of nutrition, and the increase in divorces and KDRT (domestic violence), 3) the accurate channel in increasing family's income, and 4) accurate strategy in succeeding entrepreneurship program which is being promoted today in order to increase the people's economic independency.

One of the housewife groups in this research was the IKMR (Railroad Tract Young Family Association) at Lingkungan 12 Kelurahan Helvetia, Medan. Based on the result of the preliminary observation by the proposing team, it was found that nearly most of the IKMR families that lived along the railroad track of PJKA depended on the husbands to earn their living. Most of the husbands have varied livelihood in informal sectors such as parking-lot attendants, pedicab drivers, construction workers, and ojek online drivers. Their average income was about IDR.2,000,000 per month. Based on their earnings, it can be assumed that most of their quality of life is very low.

The description of the problems above becomes the coordinating line in implementing this empowerment program. This activity is considered having a high ranking standard in digging up and developing the IKMR housewives' potency in increasing the value-added of family's economic condition. This activity was done by the development and training about making various types of wet and dry cakes. Basically, the implementation of ideas of this activity was aimed to continue, to develop, and to be the problem solving of the same kinds of activity which had be done by the IKMR housewives in a relatively long time.

However, the portion of their seasonal executing and carrying out tends to be done only in the religious holidays even though the business aspects of this type of business has a promising prospect since its market segment in this business activity is big. In their consumptive level, this type of culinary of wet and dry cakes is highly favored. They are usually served any time - in casual time or in ceremonies or parties. Besides that, the production levels in this field include capital, material equipment, and the process of making them which are all easy and affordable.

The existence of the conformity point owned by the housewives and their business opportunity constitutes the grounds for achieving the success in this empowerment program. Its development of opportunity and potency was concerned with the subject, the IMKR housewives, and with the object, the wet and dry cakes as it is explained in the following Table:

Table1. Potency and Opportunity

	<b>Potency</b>	<b>Opportunity</b>
<b>Business in Various Types of Wet and Dry Cakes</b>	<ol style="list-style-type: none"> <li>1. Affordable Capacity of Capital</li> <li>2. Easy Process of Making Them</li> <li>3. Ingredients can be obtained easily</li> <li>4. Simple and inexpensive equipment</li> <li>5. They can be produced in a large quantity in a relatively short time</li> <li>6. Innovative approach on taste and form is relatively easy to be developed</li> </ol>	<ol style="list-style-type: none"> <li>1. Having broad market segments.</li> <li>2. Relatively consumed and favored by various types of people, old, young, high class, middle class, and lower class.</li> <li>3. Having varied marketing.</li> <li>4. Big opportunity for industrial development.</li> </ol>
	<ol style="list-style-type: none"> <li>1. Good solidarity among the members.</li> <li>2. Organizational Structure has existed.</li> <li>3. All members have the skills of making the cakes although the production is</li> </ol>	<ol style="list-style-type: none"> <li>1. Big opportunity for the development in the context of innovation toward the production of wet and dry</li> </ol>

	Potency	Opportunity
<b>Group of IKMR Housewives</b>	<p>still in the small portion.</p> <p>4. There is motivation for increasing economic condition in the families and the organization.</p> <p>5. The process of decision making and organizational management has already existed.</p> <p>6. Almost all of the members are in the productive-aged women.</p>	<p>cakes.</p> <p>2. The making and the selling in bulk will possibly be implemented.</p> <p>3. Big opportunity for developing an institutional system toward industrial level.</p> <p>4. Big opportunity for developing the members' skill and motivation.</p>

Therefore, this writing attempts to explain the implementation an ideal model used as the medium of empowerment toward a tough social group in the context of economy. The explanation in this writing includes the process and the method of empowerment and the result of the implementation of the empowerment.

### METHOD

The concept of people's empowerment through the making of wet and dry cakes by IKMR housewives is concerned with productive economy based-skill development in order to increase the value-added of the economic condition of families and communities (Kunusa & Iyabu, 2020). The achievement of culmination point is expected to be the pioneer in encouraging the rise of the socio-economic practice in the form of sociopreneurship for the people in the vicinity as the economic triggering instrument in increasing prosperity. To realize such a condition, it is undeniable that there will be some obstructions or obstacles. There are, of course, there are some solvable policies which are offered to get ideal conditions as follows:

- 1) Socialization and internalization toward the increase in the capacity of motivation in doing business.
- 2) Development and strengthening of social capital to enlarge business network, either from marketing point of view or from capitalization point view.
- 3) Socialization and internalization of online based-marketing technique.
- 4) Strengthening institutional system in increasing the capacity of business management and solidarity among members.
- 5) Training in making wet and dry cakes and innovative and contemporary packaging design.

The public service activity was located at Lingkungan 12, Kelurahan Helvetia, Medan Helvetia Sub-district, Medan. It was targeted at the wives/housewives of IKMR (Railroad Young Family Association). Besides having the potency of making wet and dry cakes, most of the members were the productive-aged women. These data became one of the considerations in determining this group as the targeted partners.

The implementation of the public service activity was divided into three stages. The first stage or pre-implementation stage, was carried out before the service activity was done. This stage was aimed to take inventory, to map, and to identify the main problem faced by the targeted partners. Because of this reason, the outline solution to the problem would be found. After the outline solution was found, the proposing team coordinated with the supporting team in this service. The pre-implementation activity was done by using observational method in the form of interview and Focus Group Discussion (FGD) which were directly performed by the proposing team, aided by some graduated students of Faculty of Social Science and Political Science, Universitas Sumatera Utara, toward several IKMR housewives and the management of Governing Body (BPH) IKMR. The second stage or the service activity implementation was the stage of suggesting that determine solution points. This stage would be carried out with the activities such as lectures, explanation, and training. In implementing the solution, the proposing team used Penta-Helix approach by involving and collaborating with two supporting partners

who were considered credible and relevant. The third stage or the last stage of the service activity was the evaluation concept on the solution which had been offered to the partners. The objective of this activity was to find out the impact of the activity which would be matched with the indicators that had been used as the reference to the success in the activity. An accompanied activity would be done by the proposing team until the indicators of the success in the program was established.

## **RESULTS**

### **Lectures and Explanation**

The method of the activity is the activity of explanation and strengthening of understanding concerning the materials of social capital, the materials of entrepreneurship, the materials of marketing by online, and the materials of business organization management. These activities were monitored by the proposing team, supporting partners from PT.GOJEK INDONESIA, the Cooperative Agency, the UMKM of Medan, the business people of the same type of home industry. The portion of their presentation included 1) lectures and explanation with the materials of social capital, institutional strengthening, and the increase in motivation done by the proposing team, 2) lectures and explanation with the materials of marketing by online technique done the supporting partners, PT. GOJEK INDONESIA, 3) lectures and explanation with the materials of the source of capital and business development by the Cooperative Agency and the UMKM of Medan, and 4) lectures and explanation with the materials of organizational management in culinary business done by the home industry partners of wet and dry cakes. The series of activities by using this method was directed to resolve the problems in the soft skills which were concerned with the increase in understanding and motivation of the targeted partners in doing entrepreneurship business, in the capability of managing business, and in the capability of using technology as marketing instrument. The capability of negotiating and interacting, in the context of developing cooperation with other institutions was good. Besides the cooperation model above, the proposing team also cooperated with the managing board of IKMR in gaining support to increase the participation of the members in attendance during the event.

### **Training and Accompaniment**

The method of doing the activity was concerned with the development of the capability of hard skills in making wet and dry cakes so that they would be more innovative in taste and packaging. This activity would be monitored by the supporting partners as the culinary home industry doers and accompanied by the proposing team. Through this activity, it was expected that the targeted partners would be able to serve their wet and dry cakes properly, deliciously, and having good taste.

### **Evaluation**

The method of this activity was done to deal with the impact of this empowerment activity which was referred to the indicators of the success as follows:

- a. The partners had done the activity of selling regularly which could be proved through the record of selling transaction;
- b. The partners had been able to apply online based-marketing strategy. This is stated through the posting on the social media and the Memorandum of Understanding (MOU) with the startup, PT. GOJEK Indonesia, PT. GRAB, Shopee, and so on.
- c. The partners had been able to develop the capacity of social capital through the cooperation with other parties that were considered having the strategies for them.
- d. The partners' capability of developing institutions through the record about the partners becoming the members or cadres in a productive economy based-organization or association or in a UMKM group.

The flow of the service activities can be seen in the following figure:

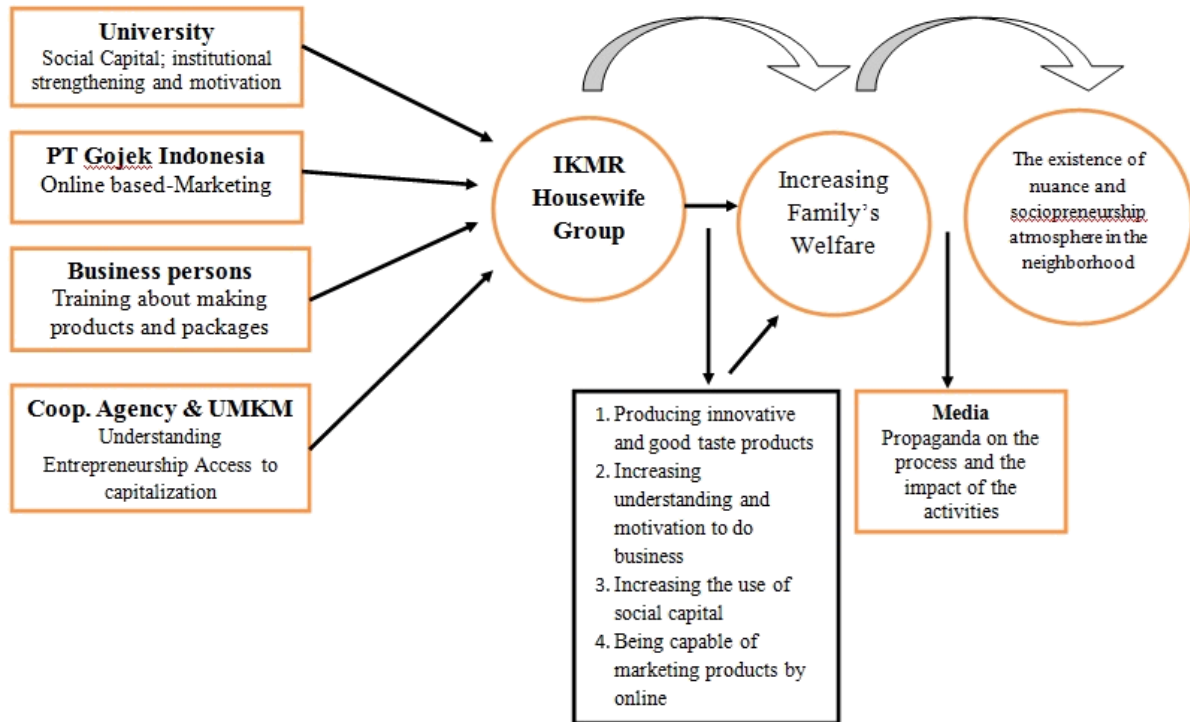


Figure 1. Chart of the Flow of Public Service

### Implementation of Explanation in Entrepreneurship Materials

The implementation of the activity was to strengthen the entrepreneurship value in the partners. The material with the theme entrepreneurship was penetrated into this activity. It is expected the partners' attitude and motivation to do business can be developed until the stage of their existence. In order to enlarge entrepreneurship insight in this writing, the research also involved entrepreneurship practitioners in instilling the materials.

### Implementation of Explanation in Marketing Strategy

The activity is directed to broaden the partners' marketing network. The materials in this research contained 2 (two) parts: 1) the materials which contained the strengthening of social capital as a marketing device and 2) the materials which contained the management of digital media or digital based-marketing. The strengthening of marketing in social capital was done directly by the chairperson of the proposing team. This material placed the emphasis on the partners in using the network or the surrounding people as the potential marketing basis to be undertaken. The development of trust value and commitment was established between the partners and the people who play an important role in the success of this activity.

The result of this activity showed that the partners had had the capability of using the network through the distribution of their products to the food booths in the vicinity. Besides that, the partners also used social structure of the surrounding communities such as STM (Mutual Assistance Association) and their marketing segment by supplying their products when the STM members held a meeting.

In this session, the partners were suggested that they use social media as the device for their product marketing. It was intended to reach consumers widely through social media such as Whatsapp, Facebook, and Instagram. In the process of its knowledge, this activity was done the practitioners who came from one of the e-commerce platforms and were aided by some graduate students of the Universitas Sumatera Utara (USU). The result of this activity showed that the partners had been able to operate some digital media platforms and Whatsapp as the marketing device.

### Training

In order to strengthen the partners' potency concerning the making of wet and dry cakes. This activity involved the UMKM wet and dry cake makers as the source persons. The partners'



capability of making wet and dry cakes which had good taste became the main output in this activity penetration. Besides that, this activity also provided their capability of making the attractive and hygienic wet and dry cake packages.

Based on the number of activities implemented toward the partners, it was found that the service was intended to be the device to stimulate and to develop the partners' potency in the productive economic level which has the opportunity to elevate their economic condition since they were in the level of poverty. In order to confirm the flow of the service activities, the detail is presented in the following Table:

**Table 2.** Description of Activities

No	Activities	Materials	Target	Result
1	Lecture and Explanation	<ol style="list-style-type: none"> <li>1. Explaining the Materials "Entrepreneurship"</li> <li>2. Explaining the Materials of Marketing Strategy</li> </ol>	<ol style="list-style-type: none"> <li>1. Opening the thinking horizon of the partners about entrepreneurship.</li> <li>2. Providing them knowledge and how to market their product through the use of network/social capital and online based-marketing.</li> </ol>	<ol style="list-style-type: none"> <li>1. The partners have understanding and motivation to run their business.</li> <li>2. They have been able to use the available social network in their surrounding as the marketing basis for their product.</li> <li>3. They have been able to make, operate, and market by online.</li> </ol>
2	Training	<ol style="list-style-type: none"> <li>1. Demonstration of making wet and dry cakes.</li> <li>2. Training about making product packaging</li> </ol>	<ol style="list-style-type: none"> <li>1. Increasing the partners' capability of producing products which have good taste.</li> <li>2. Providing the partners the capability of making and designing attractive packages.</li> </ol>	<ol style="list-style-type: none"> <li>1. The partners had been able to make products which had good taste indicated through the argument of UMKM practitioners who were involved in the service activity.</li> <li>2. The partners had been able to make product packages.</li> </ol>

### CONCLUSIONS AND RECOMMENDATIONS

The public service activity constitutes one part of the functions of higher education as it is specified in the Tri Dharma Perguruan Tinggi (the Three Principles of Education) which is basically aimed to increase people's capability of achieving prosperity.

It could be concluded that:

1. The public service activity was intended to increase the economic capacity of the housewives who were under the IKMR through the making of wet and dry cakes.
2. To make the spirit of entrepreneurship grow and develop in the partners was indicated that it was used as the device or the problem solving for the economic difficulty undergone by the partners.

Considering that the partners are in the group of people who are in bad economic condition, this activity is executed to be very positive so that it can be continued in order to increase their economic condition. The Medan Municipality and the other related agencies should pay their attention, especially in the context of similar activities. The partners should be more aggressive in establishing communication with the available entrepreneurship institutions in their neighborhood in order to obtain potential information which gives the opportunity to the existence of their business.

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