



## **Flannel Fabric Handicraft Training to Increase Entrepreneurial Interest in the Budi Lestari Community South Lampung**

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### **Abstract**

Considering the increasing number of unemployed and the depletion of job vacancies, so many people are struggling with the economy. This flannel craft training aims to increase the interest in entrepreneurship of housewives in Purwosari hamlet. Flannel fabric is attracting attention and many fans among the public. This study uses the Participatory Action Research (PAR) method with 4 stages, namely planning, action, observation, and reflection. This flannel craft training lasted for 1 day and was attended by 40 participants from housewives from the Purwosari hamlet. The products made are brooches and keychains made of flannel. Interest in entrepreneurship increased from 39.3% or in the category of less interest to 90.1% or in the category of very interest. With this training, it is hoped that it can be a solution to the difficulties of the family economy and can create jobs through entrepreneurship.

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## **INTRODUCTION**

One of the problems that have not been resolved by the Indonesian state is the high unemployment rate. The Central Statistics Agency (BPS) recorded the number of open unemployment in August 2019 amounted to 7.05 million people, an increase from August 2018 which was only 7 million people. Furthermore, in his presentation, the Head of the Central Statistics Agency, Suhariyanto said, the open unemployment rate (TPT) was dominated by Vocational High School (SMK) graduates at 10.42 % 1 August 2019 (Ulya, 2019).

This is not only caused by the lack of available job opportunities but also by the low level of education and skills possessed by the community. Many companies use the low level of education and skills to import foreign workers, thereby increasing the unemployment rate. Entrepreneurship and creating own employment is one way to reduce the unemployment rate so that it can support the family economy (Amadea & Riana, 2020). The word entrepreneur comes from the French *Entreprender* which means to be responsible. In simple terms, an entrepreneur is a person who dares to take risks to open a business in various opportunities (Kuntowicaksono, 2012). Thus, entrepreneurship means a person who is strong-willed in carrying out useful actions and deeds so that he is worthy of being an example.

In line with that, the Government continues to develop productive entrepreneurship programs that aim to grow new entrepreneurs and increase business fields. The Coordinating

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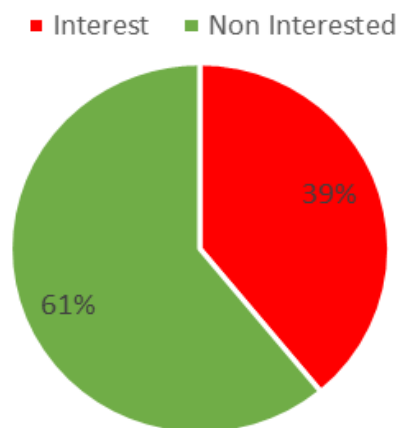
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Ministry for Economic Affairs of the Republic of Indonesia is also intensively socializing about national entrepreneurship program policies as a step to realize the economic welfare of the community. But in reality, people are not brave enough and have an interest in entrepreneurship (Khotimah, 2016).

**Table 1.** Entrepreneurial Interest Level of Housewives in Purwosari Hamlet

Respondent	Maximum Score	Obtained Score	Percentage
40	1800	708	39.3%

### Interest in entrepreneurship, housewives in the village of Purwosari



**Figure 1.** Housewives Entrepreneurial Interest in Purwosari Hamlet

Based on the results of a closed questionnaire that the researchers distributed to 40 housewives in the Purwosari hamlet, Budi Lestari village, South Lampung, a score of 708 was obtained from a maximum score of 1800 with an average percentage of 39.3% or in the category of less interest (see table 1).

Interest is the most important basic thing in a person's success to proceed, especially in entrepreneurship (Fahlia & Mulyani, 2018). Many factors affect a person's low interest in entrepreneurship, one of which is the fear of going into entrepreneurship. This happens because the community has not been open to great opportunities in the entrepreneurial world. There are many opportunities that people can take advantage of to be entrepreneurial, for example through handicrafts. Handicraft is an activity to create a product made by hand that has a function of use or beauty so that it has a selling value. One of the handicrafts that are being loved by the general public is flannel cloth (Gusmaina & Amelia, 2019).

Most people already know what flannel is, flannel is a light and soft misty fabric. Flannel is a type of fabric made from non-woven wool fibers. It is called hot cloth because it is made with wet felting, which is the heating process by evaporation to produce a type of flannel with various textures (Angendari, 2017; Ramadhanty et al., 2020, Sari et al., 2021). Flannel has various thicknesses and textures. This flannel is easy to shape and in the sewing process, it does not need to be folded like other fabrics (Amali & Mahmud, 2019). Flannel can be used as a raw material for various handicrafts, including brooches and keychains (Amali & Mahmud, 2019).

This business is engaged in the home industry it was established to help housewives and young women to be able to increase creativity, reduce unemployment and help support the family economy (Waluyo et al., 2021). It also aims to meet consumer needs for a quality and quality product. Flannel is one of the handicrafts that can only use adhesive or sewing. For the manufacture of various kinds of flannel brooches, only glue can be used, while for the manufacture of various keychains, it can be sewn to hold the pieces of flannel together.

The flannel fabric has now become one of the most popular and in-demand handicrafts (Kustiawan et al., 2020; Khristiana & Sapariyah, 2018). Initially, this craft was ordinary but now it has become one of the new trends in the craft world. Flannel craft is formed by the presence of contemporary touches given to the new creations that are created. Now we can find this cloth craft in various types of creations and patterns that are beautiful and of high artistic value such as tissue holders (Sova & Rosmiati, 2019; Syafitri, 2015).

Seeing the potential of this flannel craft, it is necessary for the community, especially housewives, to master the skills of flannel fabric crafts. For that, a training program is needed. Training is a process of developing the quality of human resources which will ultimately make these resources more productive. With this, it is felt that it will foster public interest, especially housewives, to be able to produce their flannel handicrafts and become entrepreneurs, so that they are expected to help the family economy, especially to be able to create jobs for those in need. Therefore, researchers are interested in holding a training program for making brooches and keychains with flannel as the basic material, which is expected to increase public interest in entrepreneurship.

## METHOD

The implementation of the flannel craft training in Purwosari hamlet, Budi Lestari village, South Lampung using the Participatory Action Research (PAR) method. According to Gillis and Jackson in Mcdonald, PAR is a part of action research consisting of systematic steps and data analysis aimed at implementing actions and making changes that produce practical knowledge (Widyawati et al., 2021). The implementation of PAR has several stages including planning, acting, observing, and reflecting. This training activity was carried out for 1 day, with a total of 40 participants.



**Figure 1.** Action Research Steps

At the planning stage, the following things have been determined: the place/location of the activity is chosen at the house of the head of Purwosari hamlet, Budi Lestari Village, Tanjung Bintang, South Lampung. The type of activity is in the form of training in making handicrafts in the form of brooches and keychains made of flannel.

At the action or implementation stage in the form of presenting theory for approximately 15 minutes each session or every 1 brooch or keychain model, followed by the practice of making brooches and keychains.

In the observing stage, the researcher observed and accompanied the participants to practice making flannel cloth crafts, in the form of brooches and keychains.

In the reflection stage, the researcher distributed a questionnaire to the participants to analyze and find out whether the interest of housewives in entrepreneurship has increased. In this case, the researcher uses a closed questionnaire instrument using a measurement scale, namely the Likert scale so that the variables measured by the instrument can be measured in the form of numbers.

**Table 2.** Questionnaire Scoring Score (Sugiyono, 2019)

Category	Score
Strongly Agree (SA)	5
Agree (A)	4
Hesitate (H)	3
Disagree (D)	2
Strongly Disagree (SD)	1

**Table 3.** Questionnaire Results Criteria (Sugiyono, 2019)

Interval	Category
81%-100%	Very Interested
61% - 80%	Good
41% - 60%	Enough
21% - 40%	Less Interested
0% - 20%	Very Uninterested

## RESULTS AND DISCUSSION

### Planning

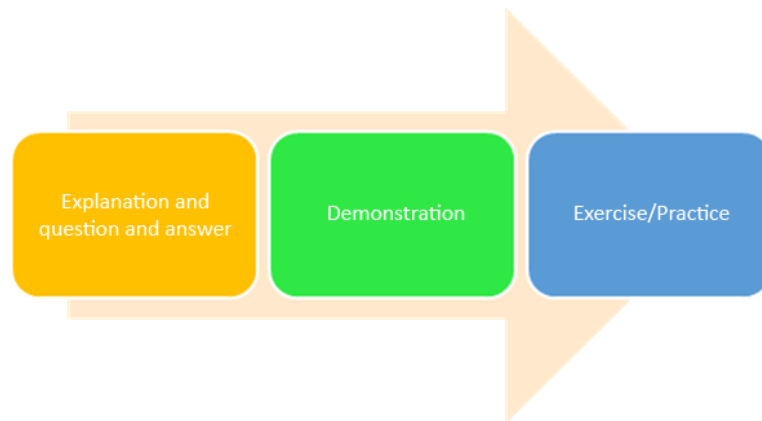
In this plan, the researcher planned material and methods in the training activities for making handicrafts in the form of brooches and keychains with flannel fabric base materials. The material presented in the training is about how to make flannel fabrics in the form of flower brooches, bees, ribbons, Keroppi, and bear keychains.

The tools and materials used in making brooches and keychains from flannel are as follows:

**Table 4.** Tools and Materials

No	Tools to be prepared	Materials to prepare
1	Scissor	Colorful flannel
2	Pencil	Dacron
3	Sewing needle and thread	Beads
4	Fill glue gun	Pin bros
5	Candle	Keychain
6	Thread	Pearl

At the planning stage, the researchers determined the pattern in the training to make a flannel craft which was delivered as follows:



**Figure 2.** Training Planning Pattern

Lectures and Questions and Answers were chosen to explain the stages in making flannel crafts. Demonstrations are used for a gradual work process to make it easier for trainees to observe in the manufacture of flannel fabric crafts (Sudjana, 2004). Exercise/practice is an activity where participants directly practice making flannel cloth crafts with guidance from the trainer so that they can make flannel cloth crafts well. Before starting the training, the researcher conducted a pre-test with the participants regarding their interest in entrepreneurship.

### Implementation and Observation

After determining the material and compiling the method to be carried out in the training activities for making handicrafts in the form of brooches and keychains, the basic material of flannel. Next, the researcher conducted a series of theoretical presentations and gave examples through practice for approximately 15 minutes each session or every 1 brooch or keychain model followed by the practice of making brooches and keychains.



**Figure 3.** Brooch Making Demonstration Process

How to make a brooch from flannel, such as:  
First, cut the flannel by forming 3 patterns. Pattern A measures 1x 30 cm, pattern B measures 1x 15 cm, pattern C measures 1 x 15 cm.



Second, Roll the flannel inward, then glue the ends.

Third, paste pattern B to pattern A and paste it on pattern C to form an image like the following.



**Figure 4.** Brooch Making Steps

Fourth, after the back of the, A pattern and the safety pins have been glued together, the brooch can be used.

In this handicraft training, in each session, after the researcher demonstrates how to make a certain brooch model, the researcher invites and directs the trainees to directly try the practice of making brooch models as exemplified earlier.



**Figure 5.** Training Practice Process

After finishing making the brooch, proceed to make keychains from flannel. In making a keychain from flannel several steps must be done, that is:

First, draw the pattern. In this step, participants are asked to draw what pattern they want to become a keychain. Participants are free to determine what pattern images will be chosen. However, participants were asked to draw the chosen pattern on two flannels.

Second, cut out the pattern. After the participants finished making the pattern, participants were asked to cut the flannel and do the same to the other side of the flannel.

Third, combine two flannel sheets that have been cut according to the pattern by sewing them. Participants are asked to sew from the bottom and sides, then leave the top side open.

Fourth, fill the flannel with Dacron. Participants were asked to enter the appropriate amount of Dacron, not too full and not too empty. If it is enough, sew the part that is still open so that the Dacron does not come out.

Fifth, add complementary accessories by sewing on the flannel or attaching it using hot glue.

Sixth, attach a key ring. To attach the keychain, participants can use a glue gun or can sew it. Make sure it sticks firmly.



Figure 6. Keychains Products from Flannel

## Reflection

The purpose of this training is to increase the interest of the Purwosari community in entrepreneurship through training in handicrafts made from flannel fabric. In reflection, the researcher gave a posttest to the participants regarding the participants' interest in entrepreneurship.

There are several indicators in assessing interest in entrepreneurship, including a. Be confident in your abilities. b. Happy with what he has. c. Have a great sense of responsibility. d. Have high initiative and creativity. e. Have a vision for the future.

The contents of the questionnaire given to participants are as follows:

Table 5. Entrepreneurial Interest Level Questionnaire (Khotimah, 2016)

No	Questions	SA	A	H	D	SD
1.	I want to work according to my abilities and knowledge.					
2.	By participating in this skills training, I will find a job with the capital skills I have.					
3.	I am very happy if I can earn money with my business and skills.					
4.	I am not happy with entrepreneurship because it requires a lot of capital.					
5.	A job that requires a big responsibility, for me is very interesting.					
6.	I like work where it is possible to channel new ideas.					
7.	With entrepreneurship, my creativity is easily channeled.					
8.	I want to be an independent person.					
9.	I hope that with entrepreneurship I can earn more.					

**Table 6.** Entrepreneurial Interest Level Questionnaire Results

Respondent	Maximum Score	Scoring Results	Percentage
1.	45	38	84.4%
2.	45	39	86.7%
3.	45	39	86.7%
4.	45	40	88.9%
5.	45	43	95.6%
6.	45	40	88.9%
7.	45	40	88.9%
8.	45	40	88.9%
9.	45	41	91.1%
10.	45	39	86.7%
11.	45	39	86.7%
12.	45	41	91.1%
13.	45	43	95.6%
14.	45	43	95.6%
15.	45	40	88.9%
16.	45	40	88.9%
17.	45	40	88.9%
18.	45	41	91.1%
19.	45	39	86.7%
20.	45	39	86.7%
21.	45	41	91.1%
22.	45	43	95.6%
23.	45	43	95.6%
24.	45	40	88.9%
25.	45	40	88.9%
26.	45	40	88.9%
27.	45	41	91.1%
28.	45	43	95.6%
29.	45	43	95.6%
30.	45	40	88.9%
31.	45	40	88.9%
32.	45	40	88.9%
33.	45	41	91.1%
34.	45	39	86.7%
35.	45	39	86.7%
36.	45	41	91.1%
37.	45	43	95.6%
38.	45	43	95.6%
39.	45	40	88.9%
40.	45	39	86.7%
Total	1800	1623	90.19%

Based on table 5 above, it can be concluded that the level of interest in entrepreneurship from 40 housewives in the hamlet of Purwosari, Budi Lestari, South Lampung achieved an average score of 90.19% or in the category of very interest in entrepreneurship (Supeni & Efendi, 2017). This can indicate that the higher the learning that leads to an increase in soft skills, the higher one's entrepreneurship interest will be.

### CONCLUSION

Handicraft training for brooch and keychains made of flannel for housewives in Purwosari hamlet, Budi Lestari sub-district, South Lampung. Purwosari hamlet can be seen from the results of



the questionnaire which increased to 90.19% or in the very interest category from 39.3% or in the less interest category. With a high ability and interest in entrepreneurship, it is hoped that housewives can produce their flannel cloth crafts and can help the family economy, especially being able to create jobs for those in need to minimize the number of existing unemployed.

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