

**Empowerment of Libuo District PKK Movement Team Through Business Management Training in Making Products Based on Non-Organic Waste in Sub-District Dungingi, Gorontalo City**

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**ABSTRACT**

This Community Service Program aims to empower families and improve family welfare as well as gender equality and justice for women and men who provide time for the PKK. Proposals and problem solving methods in the Community Service program are to train as well as provide education to the PKK Mobilizing Team in an effort to manage their knowledge, experience, skills, as well as their skills in making products from non-organic waste, which can be used as added value so they can provide new business ventures and increase family income with the results of these products, especially in the Libuo village, Dungingi sub-district, Gorontalo City.

The success of this activity is set at 80% of participants who take part in this training activity in order to make at the same time skilled in making non-organic waste-based products as well as gain knowledge about business management of a new business.

Keywords: empowerment, business management, organic waste

**PRELIMINARY**

Family welfare development or abbreviated as PKK is a social organization that empowers women to participate in Indonesia's development. The PKK movement aims to empower families to improve prosperity towards the realization of families of faith and devotion to God Almighty, noble and virtuous, healthy, prosperous, advanced and independent, gender equality and justice and legal and environmental awareness. Members of the PKK Mobilizing Team are volunteers, who do not receive salaries, both women and men, who provide a portion of their time for the PKK. Although the target of the PKK is the family, especially housewives, women, as a central figure in the family. Where he not only takes care of his family life and child care, but many of these housewives often help their husbands in the fields or even try to increase family income by selling.

Family conditions can be used as a barometer for the welfare of society in general. Women have a big role in forming a dignified family. More than that, women also have a big role in poverty reduction activities through empowerment and the skills they can have. To that end, through the Family Welfare Building (PKK) it can reach as many goals as possible to improve its quality of life towards a family of physical and spiritual well-being, that is, by meeting all the basic needs of the family. The concept of social welfare basically includes a living condition or state of well-being, that is, the fulfillment of physical, spiritual and social needs. one of the 10 main PKK programs in general concerns education and skills. Education is all the actions and efforts of an educator to process their knowledge, experience, skills, and skills (Sudarsono, 1993). Whereas skill is the ability to do or do something well (Nasution, 1975). This ability is the result of training used to do something. A person's ability can grow from the exercises carried out by that person himself. The variety of needs for education is enormous, especially for businesses such as business management. Where matters relating to this business involve activities that can provide many benefits for those who carry out good business management.

Business management is an activity in designing, managing and operating a business or business, which includes all the good arrangements of the process of doing a business to achieve a desired



goal. From large businesses to small businesses must use business management so that the desired pace of business has a target and can fulfill it. Business plans certainly become an important point that plays a very important role in success for business people. Regardless of your status as a beginner or senior, good business management will be able to bring the business in a better direction as well. In addition, the resilience of all types of challenges and obstacles can also be an important factor in the running of the business, and business strategies must also be arranged to be able to know trends in the market so that the business continues to survive. The business in manufacturing non-organic waste-based products is a small business and does not require a lot of capital but needs to run a serious business, because it requires the widest promotion.

To solve the above problems, it is necessary to have assistance and efficient training in the manufacture of organic waste-based products to the PKK Activator Team with the following stages:

- Train PKK Mobilization Team Members in Libuo Village to make various kinds of handicrafts made from non-organic waste such as lamp decorations from used bottles, beautiful bags made from used children's drinks, etc.
- Developing non-organic waste products is more valuable and accepted in various groups, especially teenagers.
- Develop marketing distribution through online and offline media channels.

#### METHOD OF IMPLEMENTATION

This Community Service Program is carried out using lecture and question and answer methods as well as counseling methods, where the activity is practiced directly on the PKK Mobilizing Team members in Libuo Village and various participants who wish to participate in this program. In this program, we provide knowledge about business management in starting a new business as well as providing skills in making a variety of products derived from non-organic waste that can be used as selling power while increasing income for their families.

#### RESULTS AND DISCUSSION

Inorganic waste is one type of waste originating from inorganic materials where the process and manufacture use a technology. As an inorganic waste, of course, this waste cannot be naturally decomposed in soil even though it can decompose and takes a very long time. When the rubbish is in the ground, it cannot be integrated into the soil for years. Nowadays, inorganic waste is a problem that can cause many problems. We can see directly the impact, namely the occurrence of floods. The rubbish that is not able to decompose in this soil and deliberately disposed of carelessly is certainly the main cause of environmental damage which will clog waterways and rivers. Even though it becomes damage to the environment, these inorganic wastes can become a valuable source of damage to the environment, these inorganic wastes can become something valuable if they know the management of the processing by place. Proper treatment of it will make the surrounding environment will be reduced to the threat of damage. Many benefits can be taken from this inorganic waste treatment, for example by recycling. Utilization is very useful and is often used for humans, such as: handicrafts, reusable or reusable, used for children's toys as well as money producers.

In addition, it also helps prevent the accumulation of inorganic waste as well as various inorganic waste that can certainly be processed into high-creativity objects such as decoration and have the ability to increase your creativity in creating new products that are rich in innovation and of course fresh ideas. With increased creativity, you can create a new object that comes from garbage with inorganic properties. As for the implementation of this community service activity, we were assisted by several students for the smooth training of making non-organic waste-based products for PKK Mobilization Team members in Libuo Village, and as a result, we received very good responses from the community and PKK Mobilization Team members, because from the results of this dedication they get new knowledge and skills in terms of the benefits of a variety of organic waste, such as plastic waste can be used as a shopping bag, wallet, or umbrella. Metal waste produces trash

products, flower vases, key chains, piggy banks, gift boxes, etc. Glass or glass waste can produce decorations that have artistic and economic value. Waste paper can produce book covers, photo frames, pencil cases and so on. In addition, the members of the PKK Driving Team get knowledge about good business management, how to design, manage and operate a business or business, which includes all the good arrangements of the business process to achieve a desired goal. Business plans certainly become an important point that plays a very important role in success for business people. Regardless of your status as a beginner or senior, good business management will be able to bring the business in a better direction as well. In the manufacture of organic waste-based products, the business opportunity is very broad, especially in terms of economics such as available raw materials in the surrounding environment, can create jobs, especially for teenagers out of school. For this reason, the skill role of the PKK Activator team is very much needed, in this case the products from organic waste are more packaged in a more attractive way and have many benefits and functions.

#### CONCLUSION

At the end of this training it is hoped that PKK Mobilization Team members will innovate products from non-organic waste with a variety of results that are creativity both soft and autodidact at the same time and are expected to have great motivation to be able to start a new business by means of easy, inexpensive and increase income for families in the Libuo Village, Duingingi District, Gorontalo City.

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