

POVERTY ALLEVIATION STUDIES THROUGH WOMAN

EMPOWERMENT

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ABSTRACT

The community poverty condition shows that there are still many women who do not work and less maximum of the effort to increase the income of prosperous families program (UPPKS) in Semarang Regency, which is only 30% active. In this process, the integration of women in development, especially women from the weak economic group, those with low income needs to be encouraged through increasing the ability and skills to carry out productive economic activities, in order to expand employment opportunities and create businesses for themselves through business groups that then develop in the form of cooperation. The study was conducted using qualitative method that sought to explore the problems directly from the participants so that the factors that could foster the interest and motivation of women to become entrepreneurs were obtained, the hope for prosperity and the establishment of business groups related to poverty alleviation efforts through women empowerment. The research participants were women entrepreneurs who joined the group (UPPKS) and family planning field officers in Semarang Regency. Data collection techniques were carried out by conducting interviews, observation / surveillance and documentation. Data validity used triangulation technique. The results of the field research were recorded, interpreted, extracted, analyzed to form categories, patterns and then formed as a mini theory. The final results of this study are the creation of proposition and mini theory on women empowerment studies in relation to poverty alleviation through social entrepreneurship which is expected to be guidance for business.

Keywords: *Social entrepreneurship, poverty alleviation and women empowerment*

INTRODUCTION

One indicator of the success of development is to improve the position of women in society to promote gender equality through poverty alleviation and efforts to empower women. This program aims to change its social life, achieve life welfare that is motivated through business groups. Women's studies in this regard are understood as activities that seek to solve women's problems and the relationship between their position in society and their role in the nation's development process. One of the concerns of this research is creating independence for women by carrying out women's economic empowerment programs. The women's economic empowerment program seeks to create jobs for women in Semarang Regency. The economic empowerment program for women has the goal, one of which is to increase income and family welfare. The economic empowerment approach seeks to explore

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the basic problems of women's economic empowerment through developing small business management so that they can find simple designs that are appropriate to their needs and assisted conditions so that they become sustainable programs and can be easily applied to women. The empowerment of women in the economic field is one indicator of increasing welfare. When women become educated, have ownership rights, and are free to work outside the home and have independent income, this is a sign that household welfare is increasing (Dreze and Sen, 1995). Semarang Regency, as one of the districts in Central Java, is ranked as the 22nd poorest out of a total of 35 districts / cities in the Central Java Province (BPS, 2013) also has the complexity of women's problems. The population of workers is 112 million (BPS, 2012), currently 43 million female workers support Indonesia's economic growth. That means, the number of female workers is almost as large as male workers. The phenomenon that exists from the condition of community poverty shows that there are still many women who are unemployed and lacking in the UPPKS program because only 30% of the business groups are members of the business group that increases the income of prosperous families in Semarang Regency. Welfare refers to better conditions, where people in a society are prosperous, healthy and peaceful, educated, having relationships • Segel and Bruzy (1998), stating that social welfare is a prosperous condition of a society including health, economic conditions, happiness and the quality of life of the people. That is to create personal and social relationships that give individuals the opportunity to develop abilities and improve well-being. Motivation (Buchari A, 2013) is the willingness to do something, while motives are needs, desires, drives. Motivation is related to the act of fulfilling a need and achieving that need. Motivation is the behavior of individuals who encourage interest, attention, and perseverance to achieve certain goals or achieve what is desired. Nasdian (2006) explained that participation in community development must create maximum participation with the aim that all people in the community can be actively involved in community processes and activities. Bornstein (2006) states that social entrepreneurship is an approach to solving poverty alleviation, creating wealth, increasing welfare, environmental preservation, and legal assistance. Mubyarto (1989) emphasizes that poverty alleviation through economic empowerment, is the development of human resources, the creation of business opportunities as desired. Communities form business groups in accordance with the potential of local conditions, which in turn can create institutions and service systems from, by and to the local community. Empowerment is the process of giving or optimizing power (which is owned and / or can be utilized by the community), in the form of ability and courage and bargaining power or position. In the practice of community empowerment carried out by many parties, it is often limited to economic empowerment in the context of poverty alleviation / poverty reduction. Therefore community empowerment activities are always carried out in the form of developing productive activities for income generating. (Totok M, 2013).

LITERATURE REVIEW

Social capital according to Cox in Agus Supriono et al (2009) is a series of human relations processes that are supported by networks, social norms and beliefs and allow for efficient and effective coordination and cooperation of mutual interests. Ife and Tesoriero (2008) state that "social capital is a unifying glue of society, relations between humans, acting in accordance with what others want because there are social obligations, reciprocity, social solidarity and community so there is a sharing power based on the values and norms of life. Hibbert, et al (2005) revealed that social entrepreneurship is the use of entrepreneurial behavior that is more oriented towards achieving social goals and does not prioritize profitability, or the profits obtained are used for social interests.

The theory of Resource-Based View (RBV) is known as a theory that looks at the ability of internal resources to create competitive advantage / economic benefits. Derek Stockley (2003), human capital is needed because of the strong pressure on financial and non-financial advantages, businesses recognize that having people with high ability and motivation can provide significant differences in performance improvement, develop and adapt to the rapid changes of new technology. Social capital (Coleman, 2009) is defined as "an important source of individuals and greatly influences the ability to act and the quality of life perceived. Social capital occurs when good relations between people experience change that is manifested in the form of skills and knowledge. Burf in Agus Supriono et al (2009) defines social capital as the ability of the community to associate with each other and then become a force, not only for economic power but also for every aspect of other social existence. Social entrepreneurship, Gregory Dees (1998), is a combination of great enthusiasm in social mission with discipline, innovation, and determination as is commonly the case in the business world. Miller et al., (2004) that a comprehensive approach to poverty reduction shows an increase in economic assets and income, skills and education, housing and the environment, access to health and social services, relationships, personality and leadership abilities. The key is to help groups of poor people in building mutually supportive communities with various beliefs and mutuality. Women's empowerment is an effort to develop capabilities for women (Sulistiyani, 2004), in the sense of helping and encouraging women to develop and build self-knowledge and competence, through various training programs, improve business strategies and product marketing, improve understanding of government regulations and regulations related to legality of the business world, capacity building in the use of information and communication technologies optimally, building micro businesses / women's micro-business networks / Business Training Forums.

RESEARCH RESULTS

The results of the interview with the participants produced answers that could be made of the essence. The next step is to categorize the data from the results of this category so that data patterns and concepts are created to form the following variables:

Poverty alleviation is a government program carried out through UPPKS. This program seeks to empower women from pre-prosperous and prosperous families¹, through more

productive activities. The productive activities were carried out through a group called the Efforts to Increase Prosperous Family Income (UPPKS). Empowerment of women is done by inviting them through entrepreneurship activities, so that in the long run it is expected that in the long run it will be able to increase family income. Regularly, UPPKS activities carried out through meetings include:

1. Entrepreneurship training,
2. Training in the field of production
3. Training in the field of marketing
4. Training in administration and finance
5. Mentoring, business development.

Requirements to become a member of the UPPKS are classified as very mild and no selection is made. The minimum requirements that must be fulfilled are: KB acceptors, status as local residents where UPPKS are established, have the willingness to entrepreneurship or have entrepreneurship and are actively involved in UPPKS activities, as well as obeying rules and deliberations. The UPPKS activity was successful if the number of active UPPKS members experienced an increase, the number of sales of UPPKS members and their profits had increased, the business variations owned by members increased, members' businesses were supported by orderly administration, and the marketing area was increasingly widespread. This daily UPPKS program or practice is carried out and supervised by Family Planning Field Officers (PLKB). Training, coaching and mentoring are sought in relation to the development of human capital, intellectual capital and social capital. The obstacles and challenges to implementing the UPPKS are the low level of education of UPPKS participants, the view that men are the party most responsible for earning a living for the family. Even though they already have their own business, generally UPPKS participants do not understand what the market needs, the limited capital that causes the business can not develop. The group also wants business management assistance. in the form of continuous training, coaching and mentoring. In addition, if there is equipment assistance from the government, the assistance is generally not in accordance with what is needed. Based on the pattern described above, several conceptual variables can be presented as follows:

1. Poverty
2. Unemployment
3. Poverty alleviation program
4. Underprivileged & Sumatra families 1
5. Women
6. KB acceptors
7. Entrepreneurship
8. UPPKS
9. Criteria for success of UPPKS
10. Training, coaching business assistance
11. Human, economic and environmental development
11. Frequency that is still lacking
12. Encourage social change
13. Community groups
14. Stimulation assistance

15. The emergence of hospitality.

Based on this concept, the variables that arise from the government's role in relation to poverty reduction are:

1. Poverty alleviation:

a. Bina human

b. Economic development

c. Building Environment

2. Community empowerment

To overcome the obstacles in implementing UPPKS, what was done by PLKB was training by inviting resource persons who had expertise in certain fields, conducting business assistance, giving motivation to keep trying and not easily discouraged. Providing training on entrepreneurship directed at the development of social capital other than intellectual and human capital. Striving for capital assistance or loans from Banks / Government, non-government, private sector, in addition to production equipment assistance, especially for the assistance of production equipment most of which are apparently not in accordance with the needs desired by participants. Capital assistance is generally in the form of revolving loans with a certain period of between IDR 5- 15 million. PLKB also introduces marketing methods through social media and the internet. In addition to capital assistance, the PLKB and related agencies suggested that cooperatives be formed, so that everything can be addressed together. Based on the description of existing patterns, it can be derived into the concept of variables as follows:

1. Poor family

2. Business is now not developing

3. Increase income

4. Family welfare

5. Entrepreneurship

6. Business assistance

7. Training

8. KB acceptors

9. Capital limitations

10. The frequency of PLKB assistance is limited

11. The understanding of PLKB on entrepreneurship is still limited / lack of experience

12. There is social change

13. New Testament

14. Creativity

15. Concentration - entrepreneurship

16. Sturdy community

17. Motivate successful friends

18. Low education

19. Don't control science and technology

20. Difficulty changing mentality

21. Lazy attitude
22. Less dare to face the challenge
23. Can't predict market needs
24. Do not do innovation
25. Don't bother
26. There is training and mentoring
27. Assisted / capital loans
28. In production equipment
28. Revolving loans
29. Marketing through social media
30. Asked to make a Cooperative (in the long run)
- 31 The emergence of ties of friendship

Based on the existing concept, the variables formed from the side of the business actor are:

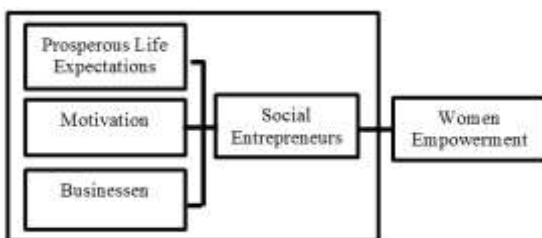
1. Prosperous life expectancy
2. Motivation
3. Business group
4. Social Entrepreneurship
5. Empowering women

The linkages of the concepts as the results of the findings are as follows

1. Linkages to the concept of prosperous life expectancy, motivation and business groups with social entrepreneurship.

Activities related to efforts to improve welfare give rise to the motivation of business group members to develop the spirit of social entrepreneurship which means that entrepreneurship is motivated not only in terms of profit but from the social side of developing together with local communities to help each other, mutually meet and care for each other's activities. Through business groups the realization of the hope of a prosperous life in the form of the ability to be confident, able to capture opportunities, be able to recognize their own potential so that creativity and innovation are formed without having to ignore the local community. So that it can be said that social entrepreneurship is a series of individual behaviors that are motivated to carry out economic activities through efforts to exploit various opportunities through business groups to realize hopes of prosperous life, innovative behavior, being able to seize opportunities and develop businesses to achieve social welfare.

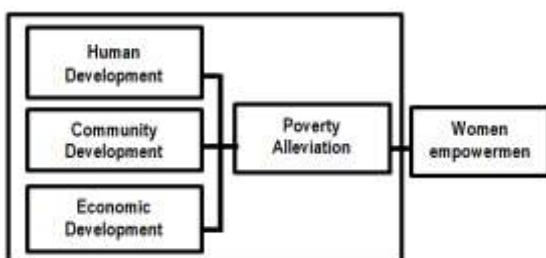
Pictographically, it can be presented as follows:



2. Linkages to the Concept of Poverty Alleviation Formed from the existence of Human Development, Economic Development and Community Development

Community development carried out in the form of poverty alleviation causes social change or social transformation which is indicated in the form of the ability of each member of the community in the form of changing patterns of community life, where each member is better / better than before, making a human being actively a creative human , namely human beings who feel prosperous, feel happy, safe. In other words, a development is considered successful if the community is able to create the welfare of all members of its community, namely a development that is produced from the people and for the people. If so, then the concept of development carried out through poverty alleviation (ie implementing guidance from the human, environmental and economic side), will be able to present a new reality to the lives of the people who carry out the development. Economic development which results in an increase in concrete business results from the local community which is characterized by good planning, equitable determination and distribution of results and carried out through active participation from the community. Human development that prioritizes increasing community competence so that ongoing development is community-oriented development to develop community potential and carried out from the aspirations of the community, by the community and for the community independently. Community development is one that guarantees the availability of sustainable natural resources for future generations through programs related to conservation and environmental development. Poverty alleviation is an effort to improve individual capabilities (individual empowerment) in the community concerned to create their own future, namely the occurrence of a movement of active participation from each member of society so as to create a movement of social capital, namely in the form of community empowerment in the development of the community the result of community development at the peak of its achievement can be felt by all members of the community itself. Poverty alleviation is not only directed at achieving in addition and increase in income only economic aspects but also has been able to achieve the main goal of community development, namely development oriented to social growth and the existence of a sustainable reality in all empowerment of natural resources that ensures certainty availability of natural resources and the natural environment in the future.

Pictographically, it can be presented as follows:



CONCLUSION AND SUGGESTION

Conclusion

1. The basic problem of poverty alleviation stems from our attitude of meaning to poverty because poverty is a natural thing in life, in the sense that the increasing progress of science

and technology needs will be even more and then the problem of disparity arises from that development. Eradicating the problem of poverty is not only an obligation of the government, but the community must also realize that this is a duty and responsibility with the government and society. When there is good cooperation from the government, non-government and all lines of poverty society will achieve the minimum results.

2. In facing poverty in the global era, more creative, innovative and explorative efforts are needed. Globalization opens opportunities to enhance superior community participation to be more explorative, innovative and creative. Therefore it is necessary to improve the quality of Human Resources in knowledge, skills and abilities, insight, mentality, and morality. Poverty alleviation is an effort to improve individual capabilities (individual empowerment) in the community concerned to create their own future, namely the occurrence of a movement of active participation from each member of society so as to create a movement of social capital, namely in the form of community empowerment in the development of the community community development at the peak of its achievement can be felt by all members of the community itself. Poverty alleviation is directed towards achieving in increasing and increasing income in the economic aspects, social growth of the community and the existence of a sustainable reality in all empowerment of local natural resources which ensures the certainty of the availability of natural resources and the surrounding natural environment for future generations.

3. Community empowerment which is to increase the ability of the community to be able to rise independently and sustainably based on their own potential, local conditions and their ability to realize a more prosperous society.

4. The main target of the community empowerment study in this study is women who are still economically weak. Empowerment of women is intended to improve business capacity independently and sustainably based on self-potential, local conditions and the realization of a prosperous society. The existence of women in economic activities today has a wide role in the community, showing that women are not only able to contribute to increasing family income but also to increase economic activity and national income. Women's empowerment is important because in reality there are still many women who have no power because of various external factors such as socio-cultural, government policies, legislation and applicable implementing regulations, geographical factors, and global trends such as politics, economics, technology communication, etc. as well as internal factors such as perceptions and concepts of women's self, motivation, work stress, job aspirations, and other individual characteristics. At present the phenomenon of working women is no longer a strange item and can even be said to have been a demand for women to participate in the world of work, which can increase the dignity of women, who previously were always considered only as administrators of children, husbands and mere households.

5. Empowerment of women is formed through the spirit of social entrepreneurship which is related to the courage to be independent, with confidence and ability alone having high concern. produce a work and effort to progress themselves and their environment while remaining based on truth and virtue, creativity and innovation. Social entrepreneurship

arises from sympathy for a social problem that is about to be solved by entrepreneurial values. The positive impact of the emergence of entrepreneurship is the creation of new employment opportunities, increased community income, and increased competitiveness. This social entrepreneurship involves and empowers disadvantaged people financially and non-financially so that they can produce together and increase income, create jobs, move the economy and create social welfare. From the activities carried out, a concept of friendship emerged that involved community leaders, related agencies, universities and the private sector, sharing knowledge in a single business group meeting that regularly held training and business assistance. The purpose of the business group to conduct this meeting is to be able to motivate or motivate more insightful members in facing environmental changes, technology and can share in solving capital problems.

6. Empowerment of women is intended to improve the ability of women to rise independently and sustainably, become social entrepreneurs through business groups that have motivation based on their own potential, local conditions and the ability to create a prosperous family.

The success of this empowerment process depends on the support of various factors of capital, physical capital, human capital, social capital and the productive culture of entrepreneurship and the ability of actors and related empowerment behaviors.

Suggestion

1. To be able to develop the potential of women to be able to alleviate themselves and even their families from poverty, support from the government, universities, private institutions and community leaders is urgently needed. For this reason, it is expected that all parties will care about this poverty problem and assist in efforts to alleviate it.
2. Government agencies are expected to be able to synchronize various poverty alleviation programs from both the central and provincial levels with regional programs, so that efforts to empower women in relation to poverty reduction can be more effective in accordance with local conditions. Activating all potential skills institutions in the local government in accordance with what the community wants and expects.
3. In Higher Education there is a need for training, continuous coaching and counseling related to increasing knowledge, skills and abilities of women and strengthening the nature of entrepreneurship as a provision to open a business.
4. The participation of non-government companies is needed to help overcome the problem of poverty through CSR programs related to funding and business management
5. Effective motivation needs to be given to develop the potential of female entrepreneurs through training and apprenticeship so that it will encourage the birth of a desire to run an independent business.
6. Motivating the community to be able to recognize their own potential individually, family and environment both in terms of skills, material and natural resources, as the basic capital to improve welfare because, by recognizing their potential, they will be better able to encourage confidence in their abilities to immediately escape the problem of poverty independently.

Educate the public to realize that there will be no person or citizen who can get out of poverty, but on his own.

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