

EMPOWERING WOMEN BY STRENGTHENING THE ECONOMIC SECTOR AND DIGITAL MARKETING THROUGH A WOMEN'S SCHOOL IN TAMBAKMENJANGAN VILLAGE

Fajar Sukma Erlangga¹⁾, Dwi Susilowati²⁾, Moh. Heru Budi Santoso³⁾
Universitas Islam Lamongan,
Email: fajarsukma3@gmail.com¹⁾, susidwi11042003@gmail.com²⁾,
herubudi@unisla.ac.id³⁾

ABSTRACT

The COVID-19 pandemic has had a significant impact on various sectors, including tourism, trade and industry, particularly impacting micro, small and medium enterprises (MSMEs) in Indonesia. According to Adistianingsih and Panjaitan (2022), Indonesia ranks 109th out of 144 countries in terms of women's participation in the economy and entrepreneurial opportunities. This reflects the limited opportunities for women in the world of work and entrepreneurship in Indonesia. Patriarchal culture and negative stigma surrounding the role of women in rural areas exacerbate this problem. This program aims to overcome the low economic participation of women in Tambakmenjangan Village, Lamongan Regency. The problem is the low level of women's empowerment, which has an impact on low levels of education, societal stigma and early marriage. This program utilizes non-formal education and skills training programs for women which are carried out in collaboration with the Lamongan Islamic University student organization. The activity design includes a six-month culinary, fashion and make-up training program for women in Tambakmenjangan Village. The findings show that this program has succeeded in empowering women by increasing their skills and knowledge in various fields. The program also involves partnerships with government agencies, local businesses, and educational institutions. Monitoring and evaluation were carried out to ensure program effectiveness, and workshops were held to disseminate and publicize the results. The implications of this research are very significant because they contribute to the empowerment of women in rural areas and address the gender gap in economic participation.

Keywords: Women's Empowerment, Economy, Tambakmenjangan Village.

ABSTRACT

Pandemi COVID-19 memberikan dampak yang signifikan terhadap berbagai sektor, termasuk pariwisata, perdagangan, dan industri, khususnya berdampak pada usaha mikro, kecil, dan menengah (UMKM) di Indonesia. Menurut Adistianingsih dan Panjaitan (2022), Indonesia menempati peringkat 109 dari 144 negara dalam hal partisipasi perempuan dalam perekonomian dan peluang kewirausahaan. Hal ini mencerminkan terbatasnya kesempatan bagi perempuan dalam dunia kerja dan kewirausahaan di Indonesia. Budaya patriarki dan stigma negatif seputar peran perempuan di pedesaan memperburuk permasalahan ini. Program ini bertujuan untuk mengatasi rendahnya partisipasi ekonomi perempuan di Desa Tambakmenjangan Kabupaten Lamongan. Permasalahannya adalah rendahnya pemberdayaan perempuan sehingga berdampak pada rendahnya tingkat pendidikan, stigma masyarakat, dan pernikahan dini. Program ini memanfaatkan program pendidikan non-formal dan pelatihan keterampilan bagi perempuan yang dilaksanakan bekerja sama dengan organisasi mahasiswa Universitas Islam Lamongan. Desain kegiatannya meliputi program pelatihan tata boga, tata busana, dan tata rias selama enam bulan bagi perempuan di Desa Tambakmenjangan. Temuannya menunjukkan bahwa program ini berhasil memberdayakan perempuan dengan meningkatkan keterampilan dan pengetahuan mereka di berbagai bidang. Program ini juga melibatkan kemitraan dengan lembaga pemerintah, bisnis lokal, dan lembaga pendidikan. Pemantauan dan evaluasi dilakukan untuk memastikan efektivitas program, dan lokakarya diadakan untuk mensosialisasikan dan mempublikasikan hasilnya. Implikasi dari penelitian ini sangat signifikan karena berkontribusi terhadap pemberdayaan perempuan di daerah pedesaan dan mengatasi kesenjangan gender dalam partisipasi ekonomi.

Kata Kunci: *Pemberdayaan Perempuan, Ekonomi, Desa Tambakmenjangan.*

A. INTRODUCTION

The covid-19 pandemic has devastated all sectors, especially the world economy. This nightmare has also become a reality in Indonesia, because the very significant impact of the co-19 pandemic has also hit the tourism sector, trade sector, industry, including micro, small and medium enterprises. According to Adistianingsih and Panjaitan (2022), the Economic Forum on global gender gap issues in 2017 released a report that Indonesia ranks 109 out of 144 countries related to women's involvement in economic participation and business opportunities. The report illustrates that Indonesian women have not fully obtained opportunities in obtaining employment opportunities and business opportunities. The low opportunities and involvement of women not only have an impact on the economy, but also have an impact on other social problems, women's economic dependence on men often causes women to be helpless when family violence occurs or are not involved in decision making.

According to data from the Central Bureau of Statistics and the Ministry of Cooperatives & SMEs, 64.5% of the total SMEs in Indonesia are women. This illustrates that Indonesian women have a strategic role in national economic growth and will continue to be encouraged and develop their business to a higher level. Micro, Small and Medium Enterprises (MSMEs) are one of the business activities that can expand employment and reduce unemployment. The contribution of MSMEs to the Indonesian economy is very large, especially for opening up jobs and absorbing labor.(Karwati, 2017)

They still think that women after marriage are only involved in household affairs and it is not uncommon for women to be pressured into early marriage. Whereas when studied more deeply the role of women in

society is not just domestic, women are able to carry out their roles fully in the social, domestic and even economic spheres simultaneously. Because the role of women in creating civilization is crucial. As written in Arabic poetry “Women are the pillars of the country, if the women are good then the country is good and if the women are damaged then the country is damaged”.

Tambak Menjangan Village is a village in Sarirejo Sub-district, Lamongan Regency. The village is approximately 20 km south of Lamongan city center. The monographic data of Tambak Menjangan Village (2020) shows that the population is 5,235 people with details of 2,601 men and 2,634 women. The number of female residents dominates in the village, but it is unfortunate in terms of women's empowerment is still minimal, especially in terms of the economy. So that this raises very crucial problems including the low index of women's education, the stigma of a society that is still conservative or lay related to the existence of women to the rampant early marriage.

In line with the vision of Tambakmenjagan Village, namely “Building Smart, Quality and Prosperous Communities Towards Fair and Equitable Community Prosperity” and one of its missions, namely “Realizing Village Communities Can Get Formal and Informal Education”. To realize it all, the solution that becomes an alternative to the problem of the low index of the female population and the lack of productive daily activities of the female population of Tambakmenjangan Village is the existence of non-formal education programs and training to improve Softskill and Hardskill which are accompanied periodically through the Student Organization Capacity Strengthening Program (PPK ORMAWA) by UKM Campus Ambassadors of Lamongan Islamic University.

The obstacles encountered by women MSME players in West Bandung Regency include weak knowledge and adaptability to business digitalization, which has an impact on the inability to penetrate and exist in a digital-based market which is currently increasing in trend, and this also applies in general in almost all regions in Indonesia (Rahmadieni & Wahyuni, 2023) (Prima Prihatini, 2022) (G. Siregar et al., 2023) (Veranita et al., 2022). Whereas currently MSMEs and Digitalization are inseparable things.

The purpose of this writing is so that researchers know and also understand practically related knowledge about marketing strategies that are effective and efficient in order to improve the businesses promoted by MSME actors. The benefit of writing a journal is to provide understanding and knowledge of the environment as a portion where humans understand the order of their life, as a creation of Allah swt what he wants is absolute, different from the small amount of human knowledge which is relative to the limitations of ability, so intelligence and human knowledge capacity can be increased in real time. The meaning of education under the training itself is not only to manage or organize the surrounding environment, but even more enthusiastic about applying the ability to organize attitudes or regulate behavior that is in harmony with the natural order that has been created in an orderly manner. Women's empowerment is prepared and realized in a structured, planned, directed, integrated manner for the purpose of optimizing the role of these resources, especially in the environment. Therefore, researchers conducted training aimed at empowering women, especially those based on MSMEs (Micro, Small and Medium Enterprises). And also the researcher concluded that the holding of this training aims to study for the sake of reassuring mutual security, which specifically studies about Gender and Entrepreneurship.

B. METHODS

In the implementation of this community empowerment program, it is carried out with several trainings for 6 months, the training held is training related to culinary, makeup and fashion. The targets of this program are mothers in Tambakmenjangan Village, Sarirejo District, Lamongan Regency with the training location held at Tambakmenjangan Village Hall.

The method of implementing the Student Organization Capacity Building Program (PPK ORMAWA) Campus Ambassador of Lamongan Islamic University is carried out in several stages, namely:

1. Initial survey to continue analyzing the needs of women in Tambakmenjangan village.
2. Partnership pioneering
3. Program implementation
4. Monitoring and evaluation
5. Workshop for dissemination and publication

C. RESULTS AND DISCUSSION

Participants consisted of 45 mothers in Tambakmenjangan Women's Village who were representatives from several villages around Tambakmenjangan. All participants are women, and based on age, most participants are women aged 23 to 40 years, some of whom are married. The motivation to work is mostly driven by the desire to improve economic capacity and help husbands provide welfare for the family.

This community service activity is carried out by making training which is divided into three classes to support the skills of mothers in Tambakmenjangan Village, namely culinary classes, fashion classes and

cosmetology classes, apart from the three classes, digital marketing training is also held as knowledge related to digital product sales. The learning system carried out in this class is an interactive learning process between learners and tutors or between the learners themselves (Nurlaela Sari et al., 2023).

1. Partnership Pilot

Partnership pioneering is carried out by cooperating with several parties including the Office of Women's Empowerment, the Office of Cooperatives and Micro Enterprises, Haloshreya MSMEs, Yavera.id MSMEs, Cafe Terakota, SMK N 1 Lamongan, SMK N 2 Lamongan, Smartfoundation and Lyly Bakery.

2. Program Implementation

a. Catering Class

The catering expertise program is a field of expertise that has many job opportunities with plenty of room to grow. This is because as long as the human population continues to grow, the demand for food will always be there. Public awareness of personal health is increasing, creating an increasing demand for quality food supplies. Career prospects in the field of catering are also quite good because everyone needs food intake every day (Herin & Sawitri, 2017).

Figure 1
Implementation of the culinary class



The culinary class in this program focuses on making shumai products (chicken and shrimp) and chicken wontons - spicy wontons, where the products that have been produced have been able to be marketed through several MSME events held by the Lamongan Regency government.

At the beginning of the implementation of the culinary program, the participants showed enthusiasm and enthusiasm. The spirit, seriousness and diligence in practice are very visible. The activity process from start to finish was well followed.

b. Cosmetology Class

Fashion is a term to name a concept/name of activities related to clothing. Fashion is arranging or designing clothes and knick-knacks (Niati, 2020).

Figure 2
of the cosmetology class implementation



The fashion program in this program focuses more on learning how to make krudung or jilbab products, because this product is easier to understand the process and easier to market.

c. Cosmetology Class

Makeup is a way or effort for someone to beautify themselves, especially on the face or face. Makeup is an art that aims to beautify the face by accentuating the parts that are already

beautiful and disguising or covering deficiencies on the face (Fitridawati Soehardi & Dwi Vita Lestari Soehardi, 2019).

Figure 3
Implementation of Cosmetology class



In this makeup class, participants learn about makeup tools and how to use them from the beginning of makeup to the perfect facial cleansing. In addition to learning about facial make-up, this makeup class is also given additional material related to making simple buckets, both buckets in the form of snacks and buckets of money.

3. Monitoring and Evaluation

After the program runs, monitoring and evaluation must be carried out, this needs to be done to ensure the validity of transactions or programs that have been running. Monitoring can be said to be a process of recording and collecting information on project tasks periodically. Monitoring is useful for seeing and monitoring the progress of a work or transaction in progress (Aditya Wijaya, 2018). Meanwhile, evaluation can be defined as a systematic process of collecting information which will later be used as new knowledge in supporting existing decisions (Clark,

2015). So by doing monitoring and evaluation, a conclusion and reference can be obtained to make an improvement in the future.

4. Workshop for Dissemination and Publication

This workshop is conducted after the entire series of activities of this program is completed, where the final results of this program will be widely published either by publication in IPR or publication in scientific journals. This publication is carried out with the hope that it will be able to become a lesson for the entire wider community, not only the consumption of the UNISLA Campus Ambassador PPK Ormawa team personally or from the mothers in Tambakmenjangan Village.

D. CONCLUSION

The conclusion of the Strengthening the Capacity of Student Organizations Program (PPK ORMAWA) Campus Ambassador of Lamongan Islamic University is that by conducting several training classes that have been taken by mothers in Tambakmenjangan Village, they are able to produce products independently, be it products in the form of food, veils or makeup and buckets. besides that, the increase in digital marketing literacy increases and can be utilized properly.

E. ACKNOWLEDGMENTS

The implementation of this service activity is certainly inseparable from the assistance and support of various parties. We would like to thank the Head of Tambakmenjangan Village who has provided support and information related to this service activity. We would also like to thank the Head of Tambakmenjangan Village as the head of the PKK driving team and the women participating in the activities that we carry out who have assisted in the implementation of this service activity. In addition, we

would also like to thank Mrs. Iva Milatul Chanifah as the supervisor of this program who always directs us for the implementation of this program.

BIBLIOGRAPHY

- Aditya Wijaya, C. (2018). Sistem Monitoring dan Evaluasi Pengelolaan Program Studi di Institusi Pendidikan Tinggi. *Indonesian Journal of Information Systems*, 1(1), 13–24.
- Clark, T. (2015). Quality Assurance: Monitoring and Evaluation to Inform Practice and Leadership. *Microsoft Corporation*.
- Fitridawati Soehardi, & Dwi Vita Lestari Soehardi. (2019). Pelatihan Tata Rias Wajah Sehari-Hari Pkk Bukit Bestari Kota Tanjung Pinang. *Dinamisia : Jurnal Pengabdian Kepada Masyarakat*, 3, 156–165.
- Herin, M., & Sawitri, D. R. (2017). Dukungan Orang Tua Dan Kematangan Karir Pada Siswa Smk Program Keahlian Tata Boga. *Jurnal EMPATI*, 6(1), 301–306.
- Niati, B. (2020). Pkm Tata Busana Di Desa Suka Damai Kecamatan Ujungbatu Rokan Hulu. *Dinamisia : Jurnal Pengabdian Kepada Masyarakat*, 4(1), 161–168.
- Nurlaela Sari, D., Zisca, R., Widyawati, W., Astuti, Y., & Melysa, M. (2023). Pemberdayaan Masyarakat dalam Pencegahan Stunting. *JPKMI (Jurnal Pengabdian Kepada Masyarakat Indonesia)*, 4(1), 85–94.
- Prima Prihatini. (2022). Pelatihan Digital Marketing Dalam Upaya Meningkatkan Penghasilan Ibu Rumah Tangga Majelis Taklim Perempuan Kecamatan Jatiyoso. *ABDIKAN: Jurnal Pengabdian Masyarakat Bidang Sains Dan Teknologi*, 1(2), 264–270. <https://doi.org/10.55123/abdikan.v1i2.309>
- Rahmadieni, R. Y., & Wahyuni, E. I. (2023). Pelatihan Digital Marketing Dalam Upaya Pengembangan Pemasaran Berbasis Teknologi Pada UMKM Di Desa Bulusulur. *Jurnal Al Basirah*, 2(1), 17–26. <https://doi.org/10.58326/jab.v2i1.28>
- Rahma, A., Dahruji, D., & Mashudi, M. (2023). Partisipasi Masyarakat Muslim Dalam Program Bank Sampah Mawar Berbasis Green Economy di Desa Marengan Daya. *SANTRI: Jurnal Ekonomi dan Keuangan Islam*, 1(6), 181-190.
- Siregar, G., Arda, M., Damanik, W. S., Saragih, S. A., Popy, & Zulham, M. (2023). Pelatihan digital marketing untuk meningkatkan penjualan Kelompok Tani Keliora. *Jurnal Pengabdian Kepada Masyarakat (JPKM)*, 29(1), 60–63. <https://doi.org/https://doi.org/10.1016/j.jff.2021.1>
- Susanti, S. (2022). Analisis Pandangan Masyarakat Bangkalan terhadap Produk dengan Label Halal. *Istithmar*, 6(2), 146-158.
- Veranita, M., Almamalik, L., & Ikhsan, S. (2022). Pemanfaatan Pemasaran Melalui Media Sosial oleh UMKM Di Era Pandemi: Studi Kasus pada Usaha Mikro, Kecil, dan Menengah di

Kabupaten Bandung. Coopetition : Jurnal Ilmiah 401 Manajemen,
13(1), 89–96.
<http://journal.ikopin.ac.id/index.php/coopetition/article/view/590%0Ahttps://journal.ikopin.ac.id/index.php/coopetition/article/download/590/801>