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COACHING WOMEN IN PRODUCTIVE ECONOMIC ACTIVITIES (PEA) IN LAMONGAN REGENCY

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Abstract

The purpose of coaching women in productive economic activities (PEA) through training in productive economic activities provide by the Office of Women's Empowerment and Child Protection of Lamongan Regency is to boost the economy and welfare of the family. The training in productive economic activities was followed by 45 participants consisting of: 1) female heads of family; 2) women with Productive Economic Activities; and 3) women victims of domestic violence. The training was provided by the methods of lecturing, question and answer, and pastry-making practice. Results of the training include: 1) the participants showed a willingness to manage productive economic activities at the family and group levels in their respective villages or *kelurahan*; 2) the participants with a business were enthusiastic enough to have knowledge of and implement marketing strategies appropriate for their business continuity; and 3) the participants gained additional skills for making pastries.

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1. Introduction

The goals of national development are to improve the quality of human resources and realize the welfare of the people. Among the keys to success of development is to increase human resources adjusted to the diverse aspirations and obstacles to the advancement of male and female community groups.

The issue of gender is one of the main issues in development, especially human resource development. Despite the many efforts made by the government to improve the quality of life of women and strengthen institutional capacity for gender mainstreaming, data show that there remain gaps between women and men in terms of access, participation, control, and benefits, as well as mastery of resources in such various fields as education, health, economy, socio-culture, and other strategic fields (<https://www.kemenpppa.go.id>).

In order to streamline and optimize efforts to integrate gender mainstreaming in an integrated and coordinated way, the Government issues Presidential Instruction No. 9 of 2000 concerning Gender Mainstreaming in National Development. It states that in order to improve the position, role and quality of women, as well as efforts to realize gender equality and justice in family, community, national and state life, it is necessary to undertake gender mainstreaming strategies in the entire national development process.

To follow up on the program to increase the participation and gender equality in development, the Office of Women's Empowerment and Child Protection of Lamongan Regency created a women's empowerment program to increase the role of women in development. Efforts to increase income families were under taken by means of Productive Economic Activities (PEA), both those pursued by individual families and in groups such as economic business groups, farmer group, association of farmer groups, and cooperatives. Productive Economic Activities (PEA) are those economic activities performed by households or economic business groups with the aim of: 1) increasing family income; 2) creating employment; and 3) food security for the community. Productive economic activities (PEA) were realized in the form of community empowerment activity programs by providing assistance to strengthen business capital for productive economic activities, capital assistance, and guidance or training to small business groups in the community.

The Productive Economic Activities (PEA) program in Lamongan is also expected to increase the availability of food for households and to create jobs based on local resources. The goal was to boost family economy and welfare in Lamongan. The program was carried out by providing a training in productive economic activities and the pastry-making practice.

2. Methods of implementation

Methods this community service activity was intended to provide an understanding of the importance of productive economic activities for women. It was performed by providing training in productive economic activities by using the methods of lecturing and question and answer.

a) Time and Place of the Activities

Table 1: Implementation of the Community Service Activities

No.	Date and time	Activity	Location
1	Wednesday,27 March 2019	Coaching of productive economic activities	Chandra KiranaHall, Office of Women's Empowerment and Child Protection of Lamongan Regency

b) Participants

- 1) Participants of the program were 45 people from Sub-districts of Kedungpring, Lamongan, Deket, Turi, Mantup, Sukodadi, Ngimbang, Kalitengah, Sambeng, Sugio, Maduran, Babat, Brondong, Tikung, Pucuk, Sekaran, Solokuro, and Glagah of Lamongan Regency.
- 2) The status of the training participants consisted of: 1) female Heads of Family; 2) women with productive economic activities; and 3) women victims of domestic violence.

Table 2 : Distribution of Training Participants

No	Sub-Districts	Total
1	Lamongan	13
2	Deket	2
3	Turi	3
4	Mantup	1
5	Sukodadi	2
6	Ngimbang	2
7	Kalitengah	2
8	Sambeng	2
9	Sugio	1
10	Maduran	3
11	Babat	2
12	Brondong	2
13	Tikung	2
14	Pucuk	1

15	Sekaran	2
16	Solokuro	2
17	Glagah	2
18	Kedungpring	1
	Total	45 eople

c) Methods of Training

The coaching of productive economic activities was performed this time by providing a training in productive economic activities and the practice of making bread. As a whole, the subject matters of the training activities included: 1) briefing by the Head of the Office of Women's Empowerment and Child Protection of Lamongan Regency on the importance of performing productive economic activities; 2) training in productive economic activities and marketing strategies for Small and Medium Enterprises; and 3) pastry-making practice. The training methods included lecturing and continued with the question-and-answer session relating to the businesses to be started up or those already running. The pastry-making practice was carried out immediately after the presentation of the subject matters of productive economic activities and marketing strategies.



3. Result and Discussion

Overall, the training in productive economic activities ran smoothly. The subject matters were delivered in the form of : 1) presentation for 150 minutes followed by the question-and-answer sessions related to productive economic activities; 2) The subject matters on productive economic activities were delivered in three subjects: a) the importance of productive economic activities for women; b) SME development strategies; and c) SME product marketing strategies; and 3) the pastry-making practice delivered by the Office of Women's Empowerment and Child Protection of Lamongan Regency. It was followed by the awarding of assistance to the 45 training participants. The assistance include pastry ovens and a variety of pastry molds for entrepreneurship.

Results of the training include: 1) enthusiastic participants indicated a desire to undertake productive economic activities at the family and group levels in their respective villages or *kelurahan*; 2) the participants were also enthusiastic enough to have knowledge of and implement marketing strategies appropriate for their business continuity; and 3) some participants desired facilities to market their products; and 4) participants gained pastry-making skills.



4. Conclusion

The training in productive economic activities organized by the Office of Women's Empowerment and Child Protection of Lamongan Regency adequately provided benefits for the participants, especially those participants desiring to start a business or those already with a business. The success of their businesses would require:

- a. After participating in the training, participants are expected to immediately practice making pastry using the facilities/assistance given by the Office of Women's Empowerment and Child Protection of Lamongan Regency.
- b. Results of the training in productive economic activities should be transferred or delivered to business groups at the levels of village or *kelurahan*.
- c. There is a need for a follow-up to evaluate the results of the training in productive economic activities.
- d. Coaching from relevant agencies is required to provide access to information on how to market the resulting products.

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