



## Women empowerment of youth group through paper flower crafts in Cipayung Village

Emmelia Tan\* & Nur Aeni

Universitas Pelita Bangsa  
Email: [Emmelia.tan@pelitabangsa.ac.id](mailto:Emmelia.tan@pelitabangsa.ac.id)

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### ABSTRACT

In this era of globalization, competition and the development of urban communities are getting tougher, this is due to the quality of human resources. The purpose of this service is to find out the strategies adopted by Cipayung Village in empowering women. This research method is through observation, interviews, and documentation. The results achieved from the women's empowerment program through paper flower craft training in the Women's Youth group in Cipayung Village are the addition of knowledge for members for skills capital that can be applied as entrepreneurial capital which later can create women who are independent, empowered, and able to raise their standards. live by increasing economic income for his family.

**Keywords:** Women Empowerment, Handicraft.

### 1. INTRODUCTION

According to the Central Statistics Agency (BPS), in 2012 Cipayung Village, East Cikarang with the Cipayung village office adjacent to 2 elementary schools, namely public elementary school 02 and state elementary school 03 and behind the State Junior High School 04, and next to this State Vocational School, is an area consisting of 17 RTs, covering an area of 680.67 hectares inhabited by 16,875 people, consisting of 8,705 male residents and 8,359 female residents. There are still many women in Cipayung Village who do not have jobs. These obstacles can be overcome by empowering women to help women have jobs which at the same time contribute to regional development because it is in accordance with one of the missions in Cipayung Village. According to this explanation, one of the missions of Cipayung Village contains the empowerment of women who have a role as an important factor in regional development. This mission has the meaning of increasing the intensity of attention to every problem of inequality in the role of women in development. Steps to

and increase protection as well as increase the role of women are carried out through increasing access in all fields: economic, political, social, cultural so that it is hoped that women can take part in the domestic sector and in the public sector.

Empowerment of women in the explanation above has an important role in regional development. Regional development through women's empowerment is part of community empowerment. According to Aziz et al (2005) community empowerment is a process in which people, especially those who lack access to development resources, are encouraged to increase their independence in developing their own lives. Community empowerment is also a continuous cyclical process, a participatory process in which community members work together in formal and informal groups to share knowledge and experiences and strive to achieve common goals. So, community empowerment is more of a process. In contrast to the fact that it is still found that the status of women and the role of women in society is still subordinated (i.e. an assessment or assumption that a role played by one sex is lower than the other), and not yet as equal partners with men. This is in accordance with the

statement of the PKBI (Indonesian Family Planning Association) Cipayung Village regarding the subordination of women, namely that gender views can actually lead to subordination of women. There is an assumption that women are irrational and emotional so they cannot lead and therefore should be placed in unimportant positions.

Women are part of society whose existence is still subordinate. Referring to this in community empowerment there are several programs that are in accordance with women's problems. Karang Taruna Women's Group is a group that utilizes Paper and Flannel Fabrics. The Karang Taruna Waniat group consists of women in Cipayung Village, East Cikarang, who are generally women. The Karang Taruna women's group conducts training twice a week, on Tuesdays and Thursdays at 16.00 WIB until it is finished. The training meeting was carried out in a relaxed manner and remained focused on formal training in general. Each training meeting can produce several shapes and colors of flower craft production, but the types of paper flower crafts produced are in accordance with decisions agreed upon by members and administrators which are then studied together. The materials for the paper flower craft training came from PKK women and women in Karang Taruna, Cipayung Village, while the equipment, supplies, and materials needed to complete other paper flower craft products were purchased from group cash. The cash money was first obtained through voluntary contributions from members. The next stage, the Karang Taruna women's group cash money is obtained from the sale of products resulting from the handicraft training which until now continues. Sales of handicrafts are carried out every day in shops as well as training places and when there are exhibitions or official visits from outside the area and so on.

The purpose of this service is to describe the implementation of a women's empowerment program for the Karang Taruna group through paper flower crafts in Cipayung Village, East Cikarang District, Bekasi Regency. Knowing the impact of the women's empowerment program in the Karang Taruna Group through paper flower crafts in Cipayung Village, East Cikarang District, Bekasi Regency and changing the community paradigm from development to empowerment. This community service is expected to add insight and knowledge, especially for women of youth groups, especially for housewives in Cipayung Village. Furthermore, gain valuable experience, with direct involvement with the community to explore, find and overcome existing problems. And with the program of empowering women/women through handicrafts, it can be a solution to improve the welfare of the community, especially in Cipayung Village, East Cikarang District, Bekasi Regency.

## 2. IMPLEMENTATION METHOD

This service uses a qualitative approach. In this service, researchers use data collection techniques in the form of observation, interviews, and documentation.

### 1. Observation or Observation

Observation is an activity to record a symptom with the help of an instrument for scientific purposes and other purposes. Denzin (2009). Observation or observation is a technique based on

experience that allows you to see and observe yourself directly, then record behavior or events and physical conditions as they occur in actual conditions. Observations were made on aspects of physical and non-physical conditions of the place and the learning process of the women's empowerment program through handicraft training by Karang Taruna women in Cipayung Village.

### 2. Interview

An interview is a conversation in which the interviewer asks questions and the interviewee gives answers (Basrowi, 2008). The conversation was carried out by two parties, namely the interviewer (interviewer) who asked the question and the informant (interviewee) who gave the answer to the question. So it can be said that the interview (interview) is a data collection technique by conducting direct questions and answers to research subjects. Interviews were conducted by researchers to all parties involved in the implementation of the Paper flower hand skills training program.

### 3. Documentation

Documentation comes from the word document which means written items or is a method of collecting data by viewing and recording existing documents. In carrying out a documentation method, researchers investigate written objects such as books, magazines, documentation, regulations, meeting minutes, diaries and so on (Arikunto, 2021). Documentation in this study was conducted to find information through archives, or records of the training process, delivery methods applied, evaluation of training programs as well as photos of activities, facilities and facilities as well as activity notes that make it easier to explain the conditions that will be explained by researchers.

## 3. RESULTS AND DISCUSSION OF SERVICE ACTIVITIES

### 1. Topic of Discussion

This service activity was carried out after the team conducted initial research on women's empowerment programs through training in paper flower crafts. The next researcher will collect data about women's empowerment programs through handicraft training in the Karang Taruna group in Cipayung Village using observation, interview and documentation data collection techniques.

The results of the dedication and discussion carried out by the research team on women's empowerment through paper flower craft training by the Youth Youth Group in Cipayung Village, namely; Karang Taruna women's handicraft group in Cipayung Village which focuses on women's empowerment programs through paper flower crafts. Meanwhile, to help improve the living standards of members and local residents, a women's empowerment program was held through training on paper flower crafts using paper. The economy is a factor that can affect the welfare and life of the community (Badrianto & Ekhsan, 2020). So the paper flower craft training program is a follow-up to the goal of environmental conservation and improving hand skills for group members and the community, especially the women in the village. The women's empowerment program through training in paper flower crafts at the Karang Taruna group in Cipayung Village has proven that paper can be

managed into a salable product and can be a job that generates money that can increase family income.

The planning of handicraft programs in the Karang Taruna women's group prioritizes those that have been agreed upon by the group and the group's ability to train these crafts. In addition, the estimation of needs is also an important factor in planning the paper flower craft training program. In planning the women's empowerment program through this paper flower craft training, there are several stages in it, namely:

- a. Identification of Needs
- b. Goal setting
- c. Determination of women's empowerment program materials through craft training
- d. Procurement of Facilities and Infrastructure
- e. Sources of funding
- f. Evaluation planning

Results Achieved from the Women's Empowerment Program Through Paper Flower Crafts Training. According to Teguh (2004) the purpose of community empowerment is to shape individuals and communities to become independent. This is in line with the existing goal of empowering women through training in paper flower crafts in the Karang Taruna group, namely to turn the Karang Taruna women's group into an independent and independent group, which is able to improve their standard of living through the use of waste with the given hands-on skills. The paper flower hand skills training program activities in the Karang Taruna women's group in Cipayung village through the use of paper are carried out in groups and its application is the production of handicrafts carried out in groups at the Karang Taruna women's group kiosk and can also be applied individually aimed at increasing women's income so that they can increase their income. improve their standard of living through paper flower craft training. The impact of empowering women through paper flower craft training in the women's group Karang Taruna, Cipayung Village, according to the research that has been carried out, has a positive impact on all members and the community, especially women in Cipayung Village.

Supporting and Inhibiting Factors of the Women's Empowerment Program Through Paper Flower Crafts Training. The members of the Women's Youth group received a lot of support which made them enthusiastic to run the program. The support that comes from the community and the family is realized through the community providing materials, buying products, and support in the form of blessing from the family. In addition to supporting factors, there are inhibiting factors experienced by the Karang Taruna Women group. The inhibiting factor is the time constraint that is often experienced by the Karang Taruna Women's group to carry out training. Constraints experienced in addition to time constraints are also constraints in human resource problems. The human resource constraints include personnel to run equipment that has not been mastered and professional staff to become craft training tutors.



**Figure 1. Handicraft Training**

## **2. Troubleshooting Proposal**

With the conditions faced by the people of Cipayung Village, apart from the influence of buying and selling agricultural and livestock land between communities and developers, it can be described the proposed problems faced by the people of Cipayung Village, especially for the women / women of Karang Taruna, can be identified problem solving proposals as the following: Income from husband is still not sufficient to meet family needs. Community activities are getting narrower as agricultural land and catfish farms are decreasing and people are only using unused land for agriculture and resistant catfish farms. Lack of understanding of the paper-based flower processing variation system and product marketing techniques using online media.

## **3. CONCLUSION**

The Cipayung Village Women Youth Group is a women's empowerment group using paper. The utilization is in the form of handicrafts that are trained and taught by the trainer. Youth Women's Group through Paper Flower Crafts formed the Youth Organization group with the hope of creating skill capital for its members to make it easier to get additional income for their families. The implementation of the women's empowerment program through paper flower handicraft training in the Women's Youth group in Cipayung Village includes the stages, a) the program planning stage which has a process of identifying needs, determining goals, determining the material for women's empowerment programs through paper flower handicraft training, procurement of facilities and infrastructure, funding sources, and evaluation planning. b) implementation of women's empowerment through craft training which includes the allocation of training time, women's empowerment materials through craft training, and evaluation of women's empowerment through paper flower crafts training. Supporting factors come from the community, family, and fellow group members. This support is expressed through providing craft materials, buying handicrafts, support in the form of assistance, and support from families to be able to participate in every program in the Women's Youth group. The inhibiting factors

experienced by the Youth Women group in the women's empowerment program through paper flower craft training were time and human resources. Time is still an obstacle because group members have their own busy lives, thus disrupting the craft training program schedule. HR for tutor problems that are not optimal or experts to teach the use of machines that have been given.

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