

Entrepreneurship Training For Mothers: Increasing Independence And Welfare

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Abstract.

Entrepreneurship training for mothers is one of the effective ways to improve their independence and welfare. This program aims to provide sufficient skills and knowledge for mothers to start and develop their own businesses. Thus, mothers can increase their income and quality of life, as well as increase awareness and participation in economic activities. This article will discuss the benefits, activities, and results of entrepreneurship training for mothers, as well as conclusions and recommendations for the development of similar programs in the future.

Keywords: *Entrepreneurship Training; Mothers; Independence; Welfare and Business.*

I. INTRODUCTION

The family is the smallest unit in society, therefore in an effort to realize the Family is the smallest unit in society, therefore in an effort to realize a prosperous society must start from efforts to improve the welfare of each family. prosperity must start from efforts to improve the welfare of each family (Dewi, Yacob, Octavia, Jamal and Setiawati, 2012). The role of a woman or mother in the family is very important. But the quality of life and role of women are still relatively low (Presidential Regulation Number 5 of 2010 concerning the 2010-2014 RPJM). Women's economic empowerment 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 of increasing household welfare. Moreover, women also have a large role in poverty alleviation activities through community and group empowerment. One proof is that women can improve their family's welfare by carrying out productive household business activities. One of the productive household business activities that can be carried out through empowering mothers as members of society and are still classified as productive workers is very important to do, aiming to foster awareness and independence in business, while expanding employment opportunities to increase family income in an effort to achieve a happy and prosperous family (Susanti and Endang, 2016). The city of Juang Bireuen is a potential banana-producing area because the area is tropical and hot so that banana plants grow well in the area, especially Raja bananas and Kepok bananas. In general, residents after harvesting bananas are sold fresh in the markets after being ripened.

However, not all bananas from the harvest can always be ripened. So that the banana is still raw. Likewise, not all ripe bananas from ripening are sold immediately, because the perishable nature will affect the quality of the banana and at the same time affect its selling value. Along with the development of science and technology, abundant post-harvest food materials such as bananas can be processed into interesting food variations, both from the fruit itself and into finished products, namely chips, so that they can increase their selling value. In the form of chips, it has a longer shelf life, more practical, flexible and more diverse utilization. By processing bananas as local food ingredients, it can become a characteristic of a region, which if developed will become a source of income for the surrounding population. Until now, bananas are generally only consumed fresh or boiled, this is due to the lack of knowledge and skills in processing banana-based snacks, especially for mothers. One effort to provide added value from banana commodities is

to process bananas into more varied food preparations, both from the fruit and finished products in the form of banana chips (Agustina, 2011). The increasing creativity of banana-based foods is expected to open up new business opportunities, especially for the community, especially mothers in the Kota Juang District. was chosen as a place of service because there are many housewives who are of productive age and do not have permanent jobs. Therefore, the service team wants to provide skills training so that the Team, especially housewives

II. METHODS

This study uses an action research method with a qualitative approach. This study aims to improve the independence and welfare of mothers through entrepreneurship training.

The design of this study consists of several stages, namely:

1. Preparation Stage: At this stage, the researcher makes preparations by identifying the needs and problems faced by mothers in increasing independence and welfare.
2. Implementation Stage: At this stage, the researcher conducts entrepreneurship training for mothers using interactive and participatory learning methods.
3. Evaluation Stage: At this stage, the researcher evaluates the results of entrepreneurship training for mothers using the evaluation instruments that have been prepared.

III. RESULT AND DISCUSSION

The results of the study show that entrepreneurship training for mothers can improve their independence and well-being. Here are some of the results obtained:



Fig 1. Mothers who take part in entrepreneurship training

Skills Improvement: Mothers who participated in entrepreneurship training showed improved skills in managing businesses and increasing income. Active involvement of mothers in entrepreneurship training is very important to improve their skills and knowledge. The implementation of the activity went smoothly, carried out with the delivery of material, the aim of which was to provide motivation to mothers about entrepreneurship. Many positive responses from those present, seen from the desire to do business. From the participants who attended were from the lower middle class and were housewives whose husbands' jobs were mostly self-employed or casual jobs. With the provision of material and motivation as well as concrete examples presented by the speakers, it can be a big impact for the training participants because by seeing the existing economic conditions, increasing needs and business opportunities that are exposed directly in front of their eyes, they have the enthusiasm to do something that can increase family income.



Fig 2. Mothers who take part in entrepreneurship training

Increased Independence: Mothers who participated in entrepreneurship training showed increased independence in managing their businesses and making decisions. making banana chips with various flavors. The commitment that was built between them was by practicing processing banana chips with two flavors, namely bland (has no flavor) and sweet and spicy flavors. Implementation of banana chip practices with materials and facilities prepared by the implementation team of this community service activity. After the practice was completed, an evaluation of the results that had been practiced was carried out and discussed, including how to pack in the form of packaging, as well as calculating the cost price and selling price. The results of the evaluated practice were used as a basis for increasing the success rate of this community service activity.



Fig 3. Mothers who take part in entrepreneurship training

The important thing in entrepreneurship education is to foster motivation, opportunities to do profitable business and provide some skills (Priyanto, 2009). Through this activity, it also provides skills to mothers to make a healthy snack product using bananas as raw materials, thereby improving community life skills, generating additional income and fostering entrepreneurial motivation. The output of community service activities includes: 1) Providing knowledge about entrepreneurship, 2) providing training on innovative and creative banana-based products, 3) providing training on packaging marketable production results, 4) providing training for marketing products and 5) providing simple financial accounting knowledge. The outcome of this training is that mothers are able to make a healthy snack product. Banana chips products in one processing with a capital of Rp. 50,000, - become processed products ready to sell for

Rp. 150,000, -. From the sales of the product, a profit of Rp. 100,000 is obtained. Thus, mothers are able to increase their income.

The implementation of training activities by selecting a banana chips snack menu is a basic method used by the team as a start-up business for mothers, because in an easy and simple way it can generate family income. With the togetherness that has become a mutual agreement, hopefully this organization will play a role in development, especially increasing women's empowerment and improving the quality of life of the nation's children through prioritized knowledge. This training activity will be evaluated with the aim of seeing the development of the training program being implemented, to find out the obstacles experienced by participants, how to handle them so that the training program obtained by participants is truly effective and the impact of this training can be sustainable after the training is completed. The final evaluation is in the form of the product results produced, how the product is packaged and marketed so that it becomes a superior product that can be used as a new commodity in an effort to increase the income of mothers. Thus, skills enhancement is an important aspect of entrepreneurship training for mothers, which can help them improve their independence and well-being.

IV. CONCLUSION

Based on the discussion presented, it can be concluded as follows:

1. Based on the evaluation of community service activities in the form of educational and motivational training in the City of Juang Bireuen, it can run smoothly and according to plan through lecture methods, questions and answers, demonstrations by the service team, and practice.
2. Simple business forms and small capital can be developed by mothers, this is proven by the creativity and ability in processing banana ingredients into banana chips.
3. Training to motivate independent entrepreneurship for mothers to increase culinary knowledge and treasures and increase knowledge about simple bookkeeping and how to market their products.
4. Banana chip products are able to increase the income of mothers, so that it is expected to improve community welfare. can be the basis of knowledge and skills, which can then be pursued and developed into an alternative to opening a business by becoming an entrepreneur.
5. To increase family economic income, various methods can be used, not only limited to processing banana chips but also innovation and product differentiation.
6. Community service still needs to be continued, especially related to product packaging and marketing of production results to make them more attractive so that the resulting products can have high selling value.

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