

Mainland Women's Empowerment and Economic Policy Through Development Home Industry (IRT) in Nagari Sungai Cubadak, Baso District, Agam Regency

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Article history: received September 29, 2024; revised October 28, 2024; accepted November 02, 2024

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Abstract. Focus study in study This is analyze empowerment and policy economy Woman mainland through development Home Industry (IRT) in Nagari Sungai Cubadak, Baso District, Agam Regency. Theories used in research This is theory theory Adoption Innovation proposed by Rogers and Shoemaker (1971). Study This use approach qualitative with the data analysis process using thinking from Miles and Huberman. Data collection methods were carried out in several ways, namely participant observation, interviews and document study. This research focuses on mainland women through the development of Home Industries (IRT). The results of this research show that the form of empowerment carried out by the West Sumatra Province DP3AP2KB Service is providing awareness of the potential of nagari, carrying out technical guidance, forming women's groups through home industries and facilitating the development of home industry products produced. The form of policy carried out by the West Sumatra Province DP3AP2KB Service is planning-based policy, establishing management in developing mainland women's households and implementing mainland women's programs.

Keywords: Community Empowerment, Economic Policy, Mainland Women, Home Industry (IRT)

I. INTRODUCTION

In the midst of the ongoing economic conditions in Indonesia, it is important to build the role of women's commitment and support to encourage accelerated economic growth in the public sphere (Irwan, Mobo, et al., 2022). Women need to take advantage of this in line with current technological developments. Technological developments really support women in improving the economy (Wulandari et al., 2024). Digital marketing, or online promotion of household industrial goods, has become simpler and faster due to advances in information and communication technology (Irwan, Zuzmelia, et al., 2022). Besides that, to achieve the goal of accelerating economic growth, government support is needed in improving the quality of Human Resources (HR) (Irwan et al., 2023).

According to Hermanu (Lendemer et al., 2020), human resources with a high level of education or expertise facilitate the successful development of a nation and can contribute to Indonesia's progress. The nature of good human resources is a shared responsibility in creating a prosperous country (Bakri, 2021). Through superior, energetic and qualified human resources, both intellectually and spiritually, it will certainly have an impact on expanding the seriousness and autonomy of the state (Siska et al., 2023). In this regard, the government plays a role in improving the quality of human resources, such as empowering and implementing economic policies for women (Ningtyas & Wicaksono, 2023). The goal of empowering women is to give them access and control over economic, political, social, and cultural resources so that they can organize, increase their self-esteem, and play an active role in problem solving to develop their skills and self-concept. One of the policies to empower women is through the development of Home Industries (IRT) in Nagari Sungai Cubadak, Baso District, Agam Regency (Mishra et al., 2020).

Empowerment and economic policy for mainland women through the development of home industries (IRT) is one of the programs of the Department of Women's Empowerment and Child Protection, Population Control and Family Planning (DP3AP2KB) of West Sumatra Province. Home industries are special units or organizations on a limited scale that work in certain fields (Irwan et al., 2024). Meanwhile, the Food and Drug Monitoring Agency (BPOM) defines a household business as a company with manual or semi-automatic processing equipment that is operated from a residence. Implementation of Empowerment and Economic Policy for Mainland Women through technical guidance in making

souvenirs and wallets from patchwork. This program is an effort to improve the quality of mainland women's resources in improving the economy, providing motivation for entrepreneurship in Nagari Sungai Cubadak (Ginting & Sihura, 2020).

Provision and training are carried out so that women have the skills to work. Apart from that, technical guidance and training so that mainland women in Nagari Cubadak will have the ability to develop home industries to fulfill their economic rights through entrepreneurship (Resmi et al., 2021). Fulfilling women's economic rights is increasingly perceived as one of the needs that can achieve gender justice and equality (Irwan, Damanik, et al., 2022). For a woman, participating in efforts to help the family economy is not an obstacle, it only requires understanding and support as well as a strategy that can help women to become more independent and confident (Lambin & Nyssölä, 2022). This is what makes it development House industry as one of the form effort For increase quality source Power women in Nagari Sungai Cubadak (Blalock et al., 2023). Therefore that study this aim For analyze Mainland Women's Empowerment and Economic Policy Through development industry House stairs (IRT) in Nagari Sungai Cubadak, Baso District, Agam Regency.

II. METHOD

This research uses a qualitative approach with a descriptive type. The data collection method begins with in-depth interviews, observation and document study. Election informant using purposive sampling. The types of data are primary data and secondary data. Analysis of the data used is Miles and Huberman's model for data analysis in the form of data collection, data reduction, data presentation, and retrieval conclusion during the research process (Zhang & Jurik, 2021). Research carried out in Nagari Sungai Cubadak, Baso District, Agam Regency.

III. RESULTS AND DISCUSSION

Economic Empowerment of Land Women Through Development Household Industry (ART)

Economic empowerment of mainland women through the development of Home Industries (ART) is an effort to utilize and manage women's resources to foster an entrepreneurial spirit in Nagari Cubadak in improving the economy. Apart from that, it is a way to improve the abilities, expertise and skills possessed by the community, so that the community can realize its level, quality and dignity to the maximum for household resilience. Mainland women in Nagari Cubadak play a central role in maintaining household economic stability and resilience (Blankenberger & Williams, 2020). Women in Nagari Cubadak are still limited in access to economic and educational resources that can support the development of their potential. For this reason, the West Sumatra Province Department of Women's Empowerment and Child Protection, Population Control and Family Planning (DP3AP2KB) is making efforts to empower women with a technical guidance activity program for making souvenirs and wallets from patchwork so that they can help support the family's resilience in driving the economic wheels of Nagari Cubadak. The forms of empowerment carried out by the West Sumatra Province DP3AP2KB Service are as follows:

a) Giving Awareness will Nagari Potential

Initial outreach activities organized by the Women's Empowerment and Child Protection Department, Population Control and Family Planning (DP3AP2KB) of West Sumatra Province in the Nagari Cubadak community were carried out with the aim of raising awareness of entrepreneurship by utilizing patchwork waste. In this activity, there was material on Women's Entrepreneurship Motivation delivered by an entrepreneurial motivator, then there was also material on the role of women in the household for family resilience and technical guidance material or direct practice regarding techniques for processing patchwork materials to be used as souvenirs (Cardno, 2018). Providing materials and motivation to manage rubbish or waste around the environment in Nagari Cubadak is very supportive, especially patchwork, where patchwork waste is very easy to obtain for the women of Nagari Cubadak, many of whose jobs are receiving embroidery stitches from convection (Li et al., 2023). Patchwork waste is the remains of fabric stitching that cannot be decomposed and blends with nature. Therefore, there needs to be awareness to process it again and recycle it so that there is no more waste that pollutes the environment. The existence of socialization and motivational materials can make women become more environmentally aware and can utilize waste into something more useful, economically valuable in developing home industries to improve the family economy. Nagari Cubadak is a community with a passion and expertise in sewing, so the West Sumatra Province DP3AP2KB Service agency uses patchwork waste to process it into handicrafts in the form of children's souvenirs and wallets. Where these two products can be used to develop home industries for women in Nagari Cubadak to improve the family economy.

b) Carrying out Technical Guidance

Implementation of technical guidance activities from the West Sumatra Province Service Agency (DP3AP2KB) in women's empowerment program activities carried out on 26-28 May 2022 in Nagari Sungai Cubadak, Baso District, Agam Regency with a total of 25 participants from Baso District. Activity This do a number of Suite activity that is :

1. Submission of Policy Materials

Preparation activity training started with with briefing about policy government province about empowerment women and protection child delivered by the Head of the Provincial DP3AP2KB Department. West Sumatra, then next giving material about policy and development Regional Potential in enhancement economy women by the Head of the DaldukKBP3A District of Agam as well as delivery material about Women's Empowerment for Resilience family delivered by Motivator. Apart from that, there are also delivery material acceleration development empowerment Woman in field economy by DPRD member (Ondekova, 2021). Activity This done with objective For give educate and improve awareness public Woman about importance increasing human resources for participant Technical Guidance will felt so that they motivated For entrepreneurship shown in Figure 1.



Figure 1. Delivery of Policy Materials Women empowerment

Before activity practice Skills making participant souvenirs given understanding importance Industry House ladder for Woman submitted by each speakers to increase human resources for participant Technical Guidance will felt so that they motivated For entrepreneurship (Bexley et al., 2023).

2. Practice Process Assistance Skills cloth patchwork make Souvenirs

After given explanation material and given instruction method making souvenir products and wallets that will be put into practice, next participant can demonstrate direct making product with use existing materials and tools provided as in Figure 2



Figure 2. Training and Product Manufacturing Practice

Figure 2 shows that the mentoring process is in the form of training and direct practice in making souvenirs and wallets from patchwork. It can be seen that the enthusiasm of the women community in Nagari Cubadak is very high in participating in activities. Apart from that, the participants also actively asked questions and discussed with the activity implementing team. Participants were divided into three groups. Judging from the results of the activity, it shows that the participants who took part in the activity had very good performance from the start to the end of the activity, and most of them were able to make products as expected (Mutiara & Febriamansyah, 2022). Results section from industrial programs House hand can seen in the following image this:



Figure 3. Results Of Making Souvenirs from Patchwork

Figure 3 shows examples of the results of making souvenirs and wallets from patchwork and an assessment was also carried out on groups whose products were neat, clean and whose work was attractive. It is hoped that through programs that support women in the home industry who make souvenirs from patchwork in Nagari Cubadak, an inclusive and sustainable environment can be created and contribute to local economic development (Way, 2022).

c) Forming Women's Groups Through Home Industries

In forming a group for the development of home industry in Nagari Cubadak, the DP3AP2KB Service agency team West Sumatra Province, the method that will be carried out in group formation meetings in each is to use the method of discussion and joint decision making by prioritizing deliberation and consensus. The series of activities started with presentation of material on the formation of industrial household groups, discussions, and group formation. So that by forming groups using this method, it is hoped that women's groups in the home industry can become agents of positive change in society, can improve living standards, support women's economic empowerment and increase cooperation between participants to help each other in developing the home industry in souvenir products and wallets. patchwork material (Yokota, 2022).

d) Facilitate Development Product Produced Home Industry

On maintenance development products that have been generated party institution West Sumatra Province DP3AP2KB Service provide dedicated support perform preparation series of advanced skills training programs for home industry players women in Nagari Cubadak which focuses on encouraging design innovation and creativity in souvenir making, such as holding design contests, creative workshops, or collaboration with local designers . Besides that quality certification for products has generated so that can increase consumer confidence and expand potential markets through various channels, including exhibitions, e-commerce platforms and offline stores. Through this facilitation, household business actors can develop their products sustainably, increase competitiveness and provide added value to the local economy.

Landlord Women's Economic Policy In Empowering The Development Of The Household Industry (ART)

Home Industry is a micro-scale industry where work is carried out specifically at home or as part-time work to produce finished goods that have added value (Purwaningsih et al., 2022). Various policies have been issued by the Central Government through the Ministry of PPPA, one of which is the issuance of Regulation of the Minister of Women's Empowerment and Child Protection of the Republic of Indonesia Number 2 of 2016 concerning General Guidelines for the Development of Home Industries to Improve Family Welfare through Women's Empowerment. This policy was issued by the national government to reduce unemployment, especially among women. This cannot be separated from the discovery of the phenomenon, where many women have limited economic access in large industries outside the home. Therefore, the policy of economic empowerment of mainland women in the development of Home Industries (ART) in Nagari Cubadak is one of the policies that can overcome the phenomenon of women experiencing economic limitations. The forms of policy carried out by the West Sumatra Province DP3AP2KB Service are as follows:

a) Planning Based Policy

The West Sumatra Province Women's Empowerment and Child Protection, Population Control and Family Planning (DP3AP2KB) Agency, in implementing the policy, carried out the planning stages for the development of the women's economic home industry in Nagari Cubadak. There are several aspects considered in the policy planning, namely Mapping and Identification of the Potential of Nagari Cubadak, at this stage the institution searches for data and information on regional potential, both primary and secondary, which is carried out in a participatory manner. After all the information data is obtained. Apart from that, the institution also implements policies that specifically support the empowerment of women and marginalized groups in the home industry, including training programs and access to resources (Larson et al., 2021).

After that, the institution plans to implement a Training and Skills Improvement or Bimtek program. At this stage, the institution prepares a training and skills development program for home industry players to increase productivity, creativity and competitiveness of the products that will be produced. In planning to increase productivity, creativity and competitiveness, the institution also plans to provide home industry players with access to resources such as raw materials, technology and capital for initial production after technical guidance or training activities are carried out (Raharjo & Pudjiastuti, 2024).

Apart from that, the institution is also designing policies that encourage product and design innovation in the women's home industry in Nagari Cubadak to create added value and increase market attractiveness by supporting policies that encourage local market development and expansion, including marketing, distribution and product promotion strategies. domestic industry. The institution's marketing support planning encourages empowerment through technology by facilitating access to e-commerce platforms, digital technology training, and the use of productivity tools. In marketing support planning, the institution also designs environmental sustainability policies in the home industry, such as environmentally friendly production practices and the application of renewable energy (Niko et al., 2024).

b) Establishment of management in the development of Mainland Women's Households

The formation of administrators in the development of Mainland Women's Households in Nagari Cubadak in West Sumatra can follow the following steps:

- 1) Member Mapping and Local Potential 1, In this activity, they identified potential members of the Mainland Women's Household in Nagari Cubadak and carried out mapping of local potential, including skills, environmental sustainability and economic potential.
- 2) Consultative and Participatory Meetings, Hold consultation and participatory meetings with prospective members to discuss the organization's vision, mission and goals. Get input and approval from prospective members.
- 3) Election of Management: Carry out management elections through deliberation and consensus. Ensure the board has equal representation from the various groups within the Mainland Women's Household n
- 4) Preparation of Vision, Mission and Goals: Together with members, develop the organization's vision, mission and goals. Ensure that the vision and mission reflect the real aspirations and needs of Mainland Women's Households in Nagari Cubadak.
- 5) Organizational structure, Design the organizational structure by considering the division of tasks, responsibilities and hierarchical relationships. Adapt the structure to the needs and scale of the organization.
- 6) Formation of Divisions or Working Groups, establish divisions or working groups to handle specific aspects such as finance, skills development, or environmental programs and ensure each division has clear objectives.

- 7) Determination of the Roles and Responsibilities of Management Determine the roles and responsibilities of each administrator. Make sure each administrator has a clear understanding of their duties to avoid overlap.
- 8) Training and development, Carry out training and development for management and members of the organization. Focus on improving leadership skills, organizational management, and other necessary skills.
- 9) Program and Project Development, together with members, develop programs and projects that suit the needs and goals of Mainland Women's Households in Nagari Cubadak
- 10) Evaluation and Continuous Improvement, implement a periodic evaluation system to evaluate organizational and program performance. Make continuous improvements based on evaluation results.

c) Implementation of the Mainland Women's Program

In its implementation, the first thing that is done is to turn patchwork waste into other works to recycle materials and create useful products such as various souvenir wallets. With creativity and innovation, patchwork waste can be transformed into various works of art and useful products. This not only helps reduce textile waste but also provides added value in terms of arts and crafts which can improve the family economy and increase the production skills of group members. Then another implementation in this program is strengthening public awareness in cooperation in running a business by holding discussions regarding prospective members and the institutional structure of group businesses, by identifying prospective members and selecting a member structure, namely chairman, secretary, treasurer and members.

IV. CONCLUSION

Women's empowerment is an effort to enable women to gain access and control over resources and the economy so that women can organize themselves and increase their self-confidence to be able to play an active role and participate in family security. So government policies play a role in overcoming this problem. One of the government's programs regarding women's empowerment is implemented by the West Sumatra Province DP3AP2KB Service in the development of home industry in making souvenirs from patchwork so that it can encourage entrepreneurial creativity and innovation for women in maintaining the stability and resilience of the household economy and can help family resilience in moving the wheels of the Nagari economy. Apart from that, this activity was carried out with the aim of educating and increasing awareness of the female community regarding the importance of improving human resources. This can reduce unemployment and improve their standard of living.

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