

Empowering PKK Group Mothers in Labuh Baru Barat Village as an Effort to Improve Economic Welfare of Households

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ABSTRACT

This service aims to identify effective strategies in improving household economic welfare through empowerment programs for PKK mothers. The method used is a participatory approach by involving group empowerment activities through training, mentoring, and skill development. This activity shows that through participatory approaches and group empowerment, PKK mothers are able to develop various creative economic businesses such as handicrafts, food production, and other services. Targeted skills training and continuous mentoring play an important role in improving business management and product marketing capabilities. From the phenomenon of partner problems, the community service team consisting of lecturers from the Persada Bunda College of Economics program decided to provide training on Empowering PKK Group Mothers as an Effort to Improve Economic Welfare. In addition, collaboration between educational institutions, local governments, and local communities is also the key to success in implementing this empowerment program. With the support and involvement of all parties, a conducive environment is created for sustainable economic growth at the household level.

Keywords: PkM, Empowerment of Mothers, PKK, Household Economic Welfare

INTRODUCTION

Women's empowerment is one of the key aspects of sustainable social and economic development. In Indonesia, the PKK (Family Welfare Development) group has long been an important instrument in efforts to empower women at the local level. West Labuh Baru Subdistrict, as part of the government administration system in Indonesia, has the responsibility to improve the welfare of its community, including through PKK programs (Sofya et al., 2022).

Social and economic conditions in Indonesia continue to change, including in West Labuh Baru Village. In this context, women's empowerment in the PKK group becomes relevant for further research as an effort to improve household economic welfare (Fikri & Andika, 2018).

Developments show that women have as much potential as men in their contribution to development. This reflects awareness of the importance of utilizing all human resources regardless of gender. The 1945 Constitution guarantees equal rights and obligations for the Indonesian population without discriminating between men and women. This covers the fields of work, health, politics, law, and individual rights. Women are not only recognized as citizens, but also as human resources who are important for development. They have the same rights, obligations and opportunities as men in all areas of life and nation building. Gender equality is not only a human

rights issue, but also a smart strategy in optimizing the potential of human resources for sustainable and inclusive development.

Figure 1. Monitoring the activities of PKK mothers, West Labuh Baru Village



The PKK program is directed at encouraging the progress of women so that they can play their dual roles well, namely as family managers, breadwinners and development actors.

However, in accordance with developments, the women's empowerment program was then directed at realizing equal partnerships between men and women in family, community, national and state life. Thus, the target is aimed at developing and enhancing the various potentials that exist in women which enable them to take advantage of equal rights and opportunities regarding development resources. Family welfare is the PKK's main goal (LUMBANSIANTAR et al., 2023). This is because the family is the smallest unit of society which will have a big influence on development performance in supporting government programs. From a prosperous family, the order of national and state life will be able to give birth to peace, security, harmony and peace. Thus, family welfare becomes one of the benchmarks and barometers in development with government programs. PKK is a movement to help and support government programs by recording several necessary aspects such as data on citizens, pregnant women, babies and toddlers, births, deaths, and community activities.

From the monitoring results, it was found that there were several problems, including: 1. Strategic Role of Women: Women have an important role in maintaining household economic stability. With empowerment programs, women can gain the knowledge, skills and access needed to actively contribute to meeting the family's economic needs. 2. Increasing Access and Skills: Through PKK activities, it is hoped that women can increase access to economic resources, such as skills training, business capital and cooperation networks. This will help them develop productive economic businesses and increase family income. 3. Gender Equality and Family Welfare (Febria, 2022). Women's empowerment is also closely related to efforts to achieve gender equality and improve overall family welfare. By empowering women, a more balanced and harmonious family environment will be created.

METHODS

The method used in this Community Service activity involves entrepreneurship education presentations and practical training, equipping PKK mothers with essential skills and supplies. The implementation of community service is divided into two main stages: the preparation stage and the implementation stage.

The preparatory stage, conducted in March 2023, precedes the counseling activities under the program titled "PKM Empowerment of Village PKK Group Mothers West Labuh Baru as an Effort to Improve Household Economic Welfare." This stage includes several key activities. Firstly, observations and surveys are conducted at the Labuh Baru Barat Subdistrict Office, located on Jl. Cendana, in the Payung Sekaki District of Pekanbaru, which includes obtaining the necessary permits to carry out the community service activities.

The preparation stage also involves formulating the goals to be achieved, determining the main points of the material to be lectured on, and preparing the necessary tools. Additionally, there is a monitoring stage aimed at providing information about the causes and effects of the policy being implemented. Monitoring is conducted to identify the problems faced by partners during the implementation process, helping to find appropriate training materials to be provided.

In the implementation stage, the activities commence with an introduction by the facilitators who outline their goals. This is followed by a detailed presentation of the material, counseling, and guidance for the partners. The session concludes with motivational talks and filling out questionnaires related to the community service activities conducted by the team or speakers.

Finally, the evaluation stage assesses the level of performance and the results of the community service implementation process. This evaluation is essential to observe the progress made from before the community service activities were conducted to after they have been completed, ensuring that the goals set during the preparation stage have been achieved and identifying areas for future improvement.

RESULTS

Implementation of Community Service activities is carried out in the forum of the PKK women's association at Labuh Baru Barat Subdistrict Office Jl. Cendana, Payung Sekaki District Pekanbaru Riau 28292

The above activities have received approval from Mr. Ardiles, SM as Head of West Labuh Baru Village Jl. Cendana, Payung Sekaki District, Pekanbaru. This activity was attended by 21 participants, and 5 people from STIE Persada Bunda. The order of implementation of the Community Service activities which are part of the PKK Women's event in Labuh Baru Barat Village is as follows:

1. Providing training to increase the motivation and self-confidence of the HR women of the West Labuh Baru PKK Group so that they are more enthusiastic about advancing and developing their business.
2. There is an increase in the quality of human resources (HR). The quality of human resources is an indicator of economic development. Superior human resources can be seen from the level of education, level of skills in work, level of understanding of information. With superior resources, it will be easier for villages to carry out innovations, whether innovations by individual residents or joint innovations in developing the village. Therefore, it is important to improve the quality of human resources through education and training.
3. Ensure that the training provided runs smoothly by carrying out related training activities. Evaluation needs to be carried out so that the PkM team knows the achievements obtained by partners from this PkM activity.
4. Establishing sustainable collaboration by continuing PkM activities with other materials needed by partners related to the process of developing the Empowerment of PKK group mothers in Labuh Baru Barat Subdistrict so that any problems found in the process of implementing activities can be minimized and solutions can be found.



Picture 2. Training with PKK Mothers

The training with the title "Empowering Women from the PKK Group in West Labuh Baru Village as an Effort to Improve Household Economic Welfare" was carried out using a presentation method, consisting of an introduction, aims and objectives, as well as a description of the material.

When the training was carried out, mothers seemed enthusiastic about being able to participate in increasing their family income. Several PKK participants have even taken part in increasing household economic income, including by opening grocery stalls, utilizing waste banks, and selling at the market. However, several other participants stated that to help increase family income, starting a business was limited to ideas and initial capital.

The training provides residents with an understanding of the meaning, aims and objectives of business, as well as the attitudes and stages of entrepreneurship. The definition of entrepreneurship is the process of identifying, developing and bringing a vision to life. This vision can be in the form of innovative ideas, opportunities, better ways of running a business. Where the final result of this process is the creation of a new business that is formed under conditions of risk/uncertainty (Widayati et al., 2019).

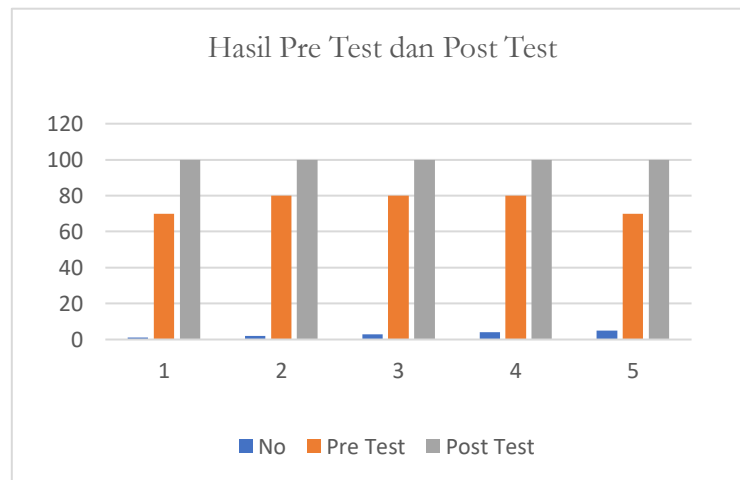
Starting a business, it is recommended to be able to create a vision of the conditions of the surrounding environment, especially by trying to meet existing market demands in a simple way. And at the start of a business, it is recommended to start a business with your own capital, a joint venture or even without capital, namely by becoming a reseller/broker/intermediary for sales. So debt is not recommended when starting a business. Training provided after counseling.

The next service is filling out the posttest questionnaire. The questions consist of 10 true or false questions about Empowerment of Village PKK Groups Efforts to Improve Household Economic Welfare. The pretest and posttest results are as follows:

Table 1. Pretest and posttest results

No	Pre Test	Post Test
1	70	100
2	80	100
3	80	100
4	80	100
5	60	100

The table shows an increase in the results of the pretest and posttest carried out. However, it can be seen that the knowledge before the counseling was carried out showed sufficient value with the lowest score being 60 and the highest being 80. After the health counseling was carried out, the maximum score obtained was 100 with all 10 questions answered correctly.



Graph 1: Pre Test and Post Test Results

The results of the questionnaire showed that there was an increase in the results of the pretest and posttest carried out before and after the counseling. The posttest results showed that all scores were maximum because they had received an explanation from the speaker. This is in accordance with what Notoatmojo said, that the right counseling method will produce maximum results to increase knowledge.

CONCLUSION

From the results of this activity, we can conclude that it was successful, with the PKK women from Labuh Baru Barat Village, Payung Sekaki District, Pekanbaru showing great enthusiasm for participating in the training provided. The focus was on women's empowerment to improve household economic prosperity. The mothers who took part in this activity planned to change or innovate the businesses they ran, indicating a positive reception and willingness to apply the knowledge gained.

A significant outcome of the training was the participants' newfound understanding of marketing their products using social media to expand their market reach beyond their immediate environment. It is hoped that, after this training activity, small and medium enterprise (UKM) players, especially in West Labuh Baru Village, will contribute positively to the local economy. Community service activities that empower the community, particularly women, have a meaningful impact on changing the mindset of the group of mothers participating in PKK. To ensure the sustainability of these efforts, follow-up activities are required, including assistance from community leaders, such as PKK administrators. Integrating these efforts with the local PKK RT and RW work programs is essential to ensure the continuity of empowering activities that help mothers improve their quality of life through their business endeavors.

Moreover, it is anticipated that the training participants will share the insights gained with other PKK mothers, most of whom are housewives, enabling them to run and develop their businesses innovatively and creatively. As the benefits of the training become evident, these participants are expected to compete and produce products that can be distributed widely. This cycle of learning, application, and dissemination can significantly enhance the economic stability and growth of the community.

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