

## HOUSEWIFE EMPOWERMENT STRATEGY TOWARDS HIGHLY COMPETITIVE INDEPENDENT BUSINESSES IN REULEUT TIMUR VILLAGE MUARA BATU NORTH ACEH REGENCY

Cut Putri Mellita Sari<sup>1</sup>, Heriyana<sup>2</sup>, Rasyimah<sup>3</sup>, Yusniar<sup>4</sup>, Nurainun<sup>5</sup>  
Fakultas Ekonomi Dan Bisnis Universitas Malikussaleh  
E-mail: [cutputri.mellita@unimal.ac.id](mailto:cutputri.mellita@unimal.ac.id)

### Abstract

The problem faced by partners is the lack of ideas in business development, moreover, many medium-scale industrial-scale food factories have sprung up while home-scale food production houses have been displaced because they are not able to compete with the quality of products produced by medium-scale industrial factories. The Housewife Empowerment Strategy is intended to foster ideas in business development so as to increase the economy of home-scale food production houses and will be able to become highly competitive businesses. This activity is here to inspire and raise awareness of potential, as well as to develop knowledge, insight, and ideas in the development of the types of food produced. The method used in this activity is a guided training method, namely the method of discussion and training. This service activity focuses on training to make “Bread Sobek” which is one of the promising business ideas. In carrying out this activity requires several stages, namely explaining the ingredients needed in making bread and the function of each of these ingredients through small discussions as well as bread making training so that participants are not only able to make bread but also know the function of the ingredients for making bread. The results of the training activities show that new ideas for food variations that can be produced by highly competitive home-scale production houses have emerged, housewives have also been able to apply these new ideas as variations of the torn bread itself. with various variants that can make an independent business highly competitive.

*Keywords: Strategy, Empowerment, Independent business, Bread, Highly competitive*

### 1. INTRODUCTION

Industrial development in Indonesia is progressing very rapidly, where what happens is not only large-scale industries but also small industries such as home industries. Basically a small business or micro business is a business that can still run in the presence of an economic crisis. The economic crisis was not able to disrupt the productivity of these businesses. This agrees with (Fritsch and Storey, 2014) that 90% of companies in the world are micro. In this micro-enterprise, most of those who run the business are housewives who have free time.

People's economic empowerment is an effort that mobilizes all resources to develop the advantages of the people's economic potential to increase people's productivity so that both human resources and natural resources around the people's existence can increase their productivity (Kartasasmita, 1996). Meanwhile Ife (1995) stated that “empowerment is a process of helping disadvantaged groups and individuals to compete more effectively with other interests, by helping them to learn and use in lobbying, using the media, engaging in political action, understanding how to 'work the system,' and so on”. This definition defines the concept of empowerment as an effort to provide autonomy, authority, and trust to each individual in an organization, and encourage them to be creative in order to complete their

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tasks as well as possible. On the other hand, Paul (1987) in Prijono and Pranarka (1996) said that empowerment means a fair distribution of power so as to increase political awareness and power in weak groups and increase their influence on "the process and results of development." While the concept of empowerment according to Friedman (1992) in this case alternative development emphasizes the primacy of politics through autonomous decision-making to protect the interests of the people based on personal resources, directly through participation, democracy and social learning through direct observation. From various empowerment concepts, it can be concluded that community economic empowerment is the driving force for ownership of production factors,

Reuleut Timu Village is a village where according to geography, most of the population makes a living from agriculture, namely farming. The existence of housewives and their rights and obligations is considered a natural law which naturally must be done by housewives. A housewife's job is to support her family by cooking, cleaning the house and caring for and educating children. A housewife is a profession that is often neglected because it is considered not to contribute to the family economy. In fact, mothers bear the brunt of the family's economic challenges because their activities are directly related to daily household consumption goods.

### **1.1.Devotion Goal**

According to (Slamet, 1986) the targets of community service activities are basically people outside the campus who: (a) need assistance from universities in order to solve the problems they face, using science and technology that have been developed and developed by universities; and/or (b) required by the university as a partner in the application of the said science and technology which was created to obtain real input in its further development.

In this regard, what becomes the target of this community service activity is the ALULA production house and housewives around Reuleut Timu Village. The average housewife is less interested in entrepreneurship even though entrepreneurship will increase their family income and can even become an independent and highly competitive business.

Team Implementers of Community Service Activities held a training activity on making torn bread on Saturday, June 11, 2022, to be exact at 14.00 WIB. Located in the ALULA production house.

## **2. METHOD OF IMPLEMENTATION**

The method of implementing the activities carried out to overcome partner problems, namely the lack of business ideas in the ALULA production house and the low interest of housewives for entrepreneurship are as follows:

1. Identification Stage

At this stage, a theoretical study is carried out on how the strategy of empowering housewives, including the ALULA production house, becomes an independent and highly competitive business.

2. Partner Selection Stage

At this stage, partners are selected, namely the ALULA production house and housewives in Reuleut Timu Village, considering that these women have the potential to improve the economic conditions of their families.

### 3. Training Stage

At this stage, training is carried out. The training will be held for 1 day with practical learning methods based on interactive and fun activities, the implementation team for community service activities will explain the theories and concepts of promising business ideas and practices in making torn bread. The materials in this training include (1) the importance of JDE in running a business. The goal is for partners to know that there are many promising business ideas that can be translated into a form of entrepreneurship. (2) training on making products (torn bread), so that partners immediately know the processing process.

## 3.RESULTS

In order to solve the problems faced by the ALULA production house and housewives, the Community Service implementation team held a training on strategies for empowering housewives to become independent, highly competitive businesses in the village of Reuleut Timu which was held on Saturday 11 June 2022. This activity emphasized on a practical learning model based on interactive and fun activities. This activity is carried out in several sessions as follows:

### 1. Opening Session

This session begins with the opening of the members of the implementing team, followed by

remarks from the Chief Executive of Community Service. This session was carried out in a relaxed manner so that the participants looked more comfortable.



**Figure 1. Opening session from members of the implementing team in a relaxed manner**

### 2. Material Session

Submission of material is carried out in a short, interactive and fun way during practice. The presentation of the material revolved around the importance of product ideas in running a business, product marketing management, production management and motivation in entrepreneurship.

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**Figure 2. Delivering short material to participants in an interactive and fun way**

**3. Training Session**

In the session the implementation team carried out a demonstration of making torn bread as well as explaining the raw materials and bread processing techniques in order to obtain soft and delicious torn bread.



**Figure 3. ALULA production house manager and housewives watching the demonstration of making torn bread**

**4. Evaluation Session**

In this session, participants practice making their own torn bread. This evaluation was conducted to see how far the participants' ability in making torn bread was. Participants were divided into three groups. Each group made their own torn bread. The results of the evaluation showed that the participants were able to make their own torn bread.



**Figure 4. The practice of making torn bread independently**

## 5. Closing Session

At the end of this session closed with a photo with the participants. The results of this activity can be described in the following indicators:

1. Participants are able to make their own soft torn bread
2. Increased entrepreneurial motivation and the emergence of new ideas from participants so that participants are even more enthusiastic about increasing the variety of their products.



**Figure 5. Photo Together**

## 4. CLOSING

### 4.1. Conclusion

The service activities that have been carried out are in the form of training in making torn bread. This activity is a strategy for empowering housewives, including the ALULA production house, to become independent businesses that are highly competitive. New ideas for product variations are very much needed in business ventures as well as the entrepreneurial spirit must be embedded properly, especially both housewives so that productivity increases and can improve the family economy. It is hoped that the service activities that we carry out can increase knowledge about business ideas and entrepreneurial spirit as well as increase family income from partners.

### 4.2. Suggestions

Suggestions from implementing Community Service activities: Partners after receiving training materials and assistance from the community service implementation team really hope that there will be similar activities for the development of other products besides torn bread. Partners should do / try to make torn bread with various fillings other than sausages.

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