

## EMPOWERING WOMEN THROUGH THE CREATIVE WOMEN'S GROUP (KWK) PROGRAM IN UJONG TANOH DARAT VILLAGE

Siti Aminah Rahman<sup>1\*</sup>, Anggun Triana<sup>2</sup>, Fitriani<sup>3</sup>, Rifaldi<sup>4</sup>, Asmarida<sup>5</sup>, M.Raja Tuleut<sup>6</sup>,  
Mutiara Hasnah<sup>7</sup>, Nadya Eka Syahrani<sup>8</sup>, Nurul Lisa<sup>9</sup>, Putri Amanda<sup>10</sup>, Primarini  
Anggra<sup>11</sup>, Resa Nazwa<sup>12</sup>, Sasrianda Waruwu<sup>13</sup>, Virna Rahma Qeysa<sup>14</sup>, Yuwen Serly<sup>15</sup>

Public Health Study Program, Faculty of Public Health, Universitas Teuku Umar, Indonesia

\*Corresponding Author: [aminahrsiti61@gmail.com](mailto:aminahrsiti61@gmail.com)

### Abstract

*The dense population in Indonesia has caused poverty and unemployment problems everywhere, including in Ujong Tanoh Darat village. The problems of poverty and unemployment have increased from year to year, this has become a social problem that can cause inequality in society. One of the symptoms of poverty is low human resources caused by the lack of knowledge, especially in Ujong Tanoh Darat village. Another problem in this village is poor environmental sanitation as indicated by the rampant garbage in the environment in the village. Good waste management starting from managing inorganic waste into handicrafts (KAHASTA) and managing organic waste into fertilizer (Ecoharvest and Biowaste) is a solution to overcome these problems. This program aims to evaluate the effectiveness of assistance provided to women's groups in developing their skills, creativity, and productivity. The methods used include assistance and empowerment with the Grounded Theory approach, Focus Group Discussion, and training in utilizing local potential. The implementation of the program includes making handicrafts, Ecobrick gardens, and training in waste management and product marketing through social media.*

**Keywords:** *Consumer behavior, marketing MIX, purchasing decision, price, product, promotion*

### INTRODUCTION

Indonesia is a country that has the population is very dense. With amount densely populated This makes Indonesia experience Lots problem social , for example like poverty and unemployment (ASTUTI, 2021) . Quantity and quality problem poverty and unemployment from year to year the more outside usual. Poverty and unemployment is problem social causes gaps in society so that can influence level welfare in Indonesia. One of the the cause Can seen from factor growth residents who do not balanced with results income. Based on the Indonesian Statistics Center, the percentage poverty in Indonesia in the month March 2024 amounted to 9.03%, while level unemployment in the month February 2024 amounting to 4.82 % . According to profile data village Ujong Tanoh Darat in 2023, the level unemployment in the village Ujong Tanoh land is a type of land sex man totaling 143 people and women totaling 91 people. In total general there is a number of symptom poverty is one of them that is low source Power human caused Because lack of level knowledge, especially in villages Ujong Tanoh Darat District Meureubo West Aceh Regency.

Referring to the profile village Ujong Tanoh Darat in 2024, the level Elementary school education numbered 230 people, junior high school level numbered 127 people, high school level numbered 56 people, diploma level numbered 3 people, and university level numbered 127 people. undergraduate / postgraduate 77 graduates. Problems others who support complete problems in the village This is with the bad sanitation the environment shown with the rise waste in the village environment. From management good trash so will give positive impact for society, starting from management rubbish inorganic become craft valuable hands (KAHASTA). sell tall until management rubbish processed organic become fertilizers (Ecoharvest and Biowaste). It is expected with empowerment of women capable change chance become opportunity, a capable business emit processed products through creativity, and uniqueness from training craft hand (Rahmadieni et al.,

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2022) . The density the population in Indonesia makes increase in demand that causes the amount rubbish so that No can processed with good and things the is reason the occurrence pollution environment (Arsal, 2021) . Processing waste organic and inorganic is one of easy effort done and have mark sell that can increase economy as well as improvement sanitation environment in the village Ujong Tanoh Darat. Mentoring and empowerment become one of the important strategies in develop economy village in a way sustainable and inclusive as well as become a driver for citizens village follow participate active in builder village (Harini et al., 2023) . Mentoring and empowerment through activity Creative Women Group is one of effort strategic in increase knowledge and skills as well as creativity women in the village. Activities This focus on giving support, training as well as guidance in groups woman for develop skills, creativity and capacity women in the village in various field.

Women have role important in increase economy family use overcome poverty family. With management waste House stairs, can reduce unemployment or even open field work for women (Arsal, 2021) . Mentoring and empowerment to woman for become more independent is a strategy for change condition social, economic and cultural aspects of women for help himself in various aspect life. Empowerment woman is effort enable woman in to obtain control to source power, economic, political, social and cultural, so that women capable arrange self and increase self- confidence self for capable play a role and participate active in solve problem, so that capable build concepts and capabilities self (Utami & Afrizal, 2022) . Development digital technology that is so rapid follow influence all over aspect life humans, including activity business and enterprise. In reality, no A little race women in the village who face constraint in access information and technology. Social norms culture that places race woman for focus on activities domestic so that resulting in low knowledge woman for access information and technology, while no only can utilized by the company big only, use technology and information can also used race Woman in marketing and promoting product they from House with using a smartphone or laptop. In the digital era, allow If appear work new that gives opportunities for women to get it Work while look after children at home (Dewantara et al., 2022) .

Important very for equip woman with a knowledge skills like make easy crafts However worth sell tall For support economy in the family even in the village with to sell buy goods that have been processed in a way direct and also through online media. Processing waste organic and inorganic can done when time so from those are the women expected give creative innovations For can utilise the potential in the village besides look after House stairs. Income earned expected Can become capital for woman for play a role as well as in build family and also an empowered and resilient village to crush poverty.

**IMPLEMENTATION METHOD**

This program done through form Community service with method mentoring and empowerment group woman with Grounded Theory design, Focus Group Discussion, and training development utilization potential local, with objective for develop theories new in mentoring and empowerment capacity so that can influence role woman in increase economy family in the village Ujong Tanoh Darat. Devotion This aiming for equip knowledge knowledge and skills for women in the village for manage waste become easy products created, but have mark sell high. Training and mentoring This implemented start from at 10:00 WIB until with at 12:00 WIB. Training and mentoring done as many as 16 meetings and implemented One up to twice every the week for 4-5 months, starting month June until October 2024. Implementation activity mentoring This carried out by the PPK ORMAWA PRISMA FKM Teuku Umar University Team at the location devotion.

**RESULTS AND DISCUSSION**

In order to increase knowledge woman about management waste organic and inorganic in the strengthening program capacity organization reasoning research and creativity Public Health students (PPK ORMAWA PRISMA FKM), have implemented mentoring and training by the team mover group

waita creative (KWK) formed by the team executor together the people of Ujong Tanah Darat Village and carry out educational program with involving woman as group target. Selection woman as group target activity Because they own more Lots time free time compared to with male and tend to give maintenance main in family. In addition potential creativity that is owned woman more tall compared to men. This program use approach socialization, FGD (Focus Group Discussion), empowerment, and education by the team PPK ORMAWA PRISMA FKM UTU implementer (Fazira et al., 2023) . Based on results mentoring and empowerment carried out to group women in the village Ujong Tanah Darat District Meureubo West Aceh Regency, obtained that participant has successful and capable make various type craft hand made of base waste inorganic, participants have a chance for increase income family they from knowledge and skills that have been obtained. Some society also at the moment This start apply behavior life clean as shown from behavior society that does not Again throw away rubbish carelessly and start separate rubbish in accordance with its type.

Problems that arise in the village Ujong Tanah Darat becomes base for team executor for give solution use reduce problem mentioned. The solutions provided are in the form of training for grow and improve creativity public specifically group woman in manage potential existing local in the village. So that increase economy and reduce pollution environment consequence poor sanitation. In addition, activities this also aims for equipping women with ability operate digital technology, namely social media like application online store that can help marketing products produced. Processing waste organic and inorganic become solution for reduce problems that exist in the village. Waste organic will processed become fertilizer liquid, waste catle will processed become fertilizer solid, and waste inorganic will processed become valuable items sell like bag, vase, box tissues, etc. In addition, waste inorganic it will also managed become park Ecobrick where will give power pull for village that alone (Rizkiyani & Astuti, 2021) . A number of stages implementation training and mentoring This start from:

#### **Making craft hands and garden Ecobrick use waste inorganic**



**Figure 1.1 Training Making KAHASTA Products.**



**Figure 1.2 Making Ecobrick Park**

In Indonesia crafts hand often made into effort in reduce the amount rubbish plastic produced from habit society that often use plastic (Setiorini, 2018) . Crafts hand made from base rubbish is form skills that have been There is since ancient times, until now moment This every area No escape from making work craft hands and have characteristics typical alone, thing This influenced by culture, traditions, and resources Power natural local. The work produced often used for reflect skill, diligence and aesthetics the craftsman.

Craft hand Lots produced by women, things This because of the amount time free time that women have. Formerly woman considered as part from role domestic only, but along with change social moment This woman the more empowered for develop creativity them and make work hand as source development potential local built based on results sale craft hand become sustainable income (Sabariman et al., 2021) . One of the areas in Aceh are village Ujong Tanah Darat has potential local

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that can processed become crafts by women. Women's Handicrafts (KAHASTA) are Name from craft hands produced by the group woman with use material standard rubbish inorganic in effort repair sanitation environment. Not only KAHASTA, other efforts are being made in repair sanitation environment village Ujong Tanoh Darat is making park Ecobrick made from base bottle plastic filled container with rubbish inorganic until solid, then arranged and arranged such that appearance until become park and village icon That Alone.

**Management waste House ladder become fertilizer organic liquid**



**Figure 1.4 Training Making Fertilizer Organic Liquid From Waste House Ladder.**

In an attempt repair sanitation environment, no only with manage waste inorganic become craft hands, but also with manage waste organic become fertilizer that can used as fertilizer plants. waste organic is results disposal consumption society that does not used back. Management that is not appropriate make rubbish problem actual in Indonesia (Kristianto, 2020) . Waste organic No can avoided However can controlled, with proper and correct processing rubbish organic can made into mark benefit in the form of fertilizer organic liquid that can used as source nutrients for sufficient need nutrition plant (Dinata, 2023) .

In the making fertilizer organic liquid ( Ecoharvest ) waste organic which has sorted and separated from waste foreign cut until small to easy fermented and blended with material active in the form of molasses or brown sugar liquid, EM4, granulated sugar, and salt, then input waste organic into the receptacle big Then add water until exceeding waste limits organic that will fermented, after That input all over material active in accordance the required dosage, for example 1 loki EM4 and molasses or brown sugar liquid, 70g sea salt and 250g granulated sugar for 1 kg of waste organic. After all material mixed, stir until evenly and cover with meeting. The fermentation process fertilizer organic liquid This eat time up to 2 weeks. Fermentation fertilizer liquid this is said succeed when color fluid changed become brown, sour smell, and appears bubbles white on the surface fluid. After That then fertilizer organic liquid this can be marketed or used direct with water mixture and its measurements :

### Management waste cattle become fertilizer congested



**Figure 1.3 Training Making Fertilizer Congested From Waste**

Dirt cattle often ignored because considered only just waste merely, although so dirt cattle actually is one of potential local that can be processed to become fertilizer that can fertilize various types of plants. Dirt cattle is a material of high organic quality as fertilizer for plants. Not only for fertilizer for plants but also for nutrition for plants as well as can repair soil structure (Suniantara et al., 2019). At the stage of making solid fertilizer (Biowaste) accompanied by the team executor, the previous dirt that has already dried will be mixed with a number of materials: supporter fermentation fertilizer starting from EM4, Molasses, powder wood, and water. Later dirt animals that have been dried are stirred with powder wood then water is provided mixed with molasses and EM4, then watered in a way evenly distributed throughout the dirt animals, after all materials are mixed well, the mixture is closed with tarpaulin for fertilizer fermentation with perfect and free from disturbance animal like chicken. Fermentation process for fertilizer congested this reaches a period of time up to 3 weeks. After 3 weeks of fermentation fertilizer can be used after fertilizer no longer emits an unpleasant smell, is delicious, does not feel hot, has a loose texture, and its color is more black. After that then fertilizer can be used and marketed.

### Marketing products and training use social media accounts for marketing product through online media



**Figure 1.5 Training Use Social Media Accounts For Marketing Product.**

After training making product, the next stage is training the use of social media for marketing products online. Social media is a digital means that facilitates its users to interact or share content in the form of writing, photos, or videos. Social media is also becoming a platform that can get closer to manufacturers with consumers. Social media has become a main pillar in delivering information, besides that social media is also very helpful for the public in promoting a product. With progress in technology, information seen that social media skills penetrate the regional market very strongly (Muljanto Silajadja, Pamela Magdalena, 2023).

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Training this started with introduction to social media marketing product, and continued with training making social media accounts, then the participants taught for manage accounts said. After that team executor recruit one of participant for become a marketing admin product.

**CONCLUSION AND SUGGESTIONS**

Training and mentoring this reviewing the Creative Women's Group (KWK) program in Ujong Tanoh Darat Village, District Meureubo, West Aceh Regency. The level of knowledge and creativity of the community before intervention Still classified as low. Needed existence effort education, training, empowerment and mentoring by the PPK ORMAWA PRISMA FKM Teuku Umar University Team which aims to for increase involvement public to this program. After intervention happen significant improvement in knowledge and creativity public against KWK. Viewed from the benefits in increase creativity, moment This public more understand the purpose of this program as well as Ready involved in KWK activities, groups targets also provide response positive and enthusiastic in be creative, and show understanding to training provided by the PPK ORMAWA PRISMA Team which was shown with participation of mothers in follow KWK training. Some factor external which becomes obstacle now has resolved with good. KWK program provides impact positive for society and environment around in increase productivity as well as income family. So from That expected training This will keep going implemented and have an impact on the community in the village for the Land of the Ujong. ensure program sustainability is expected support from party service or related institutions so that the products produced can continue to be marketed, because matter this give opportunity for increase economy family and also village.

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