

**WOMEN SKILLS IMPROVEMENT TRAINING EDUCATION THROUGH  
ONLINE MEDIA AND BUSINESS INTRODUCTION TO SMES FOR  
MEMBERS OF THE PKK IN THE VILLAGE CIWALEN - SUKARESMI  
DISTRICT OF CIANJUR REGENCY, WEST JAVA PROVINCE**

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**ABSTRACT**

In improving the economy of small families, women took an important role in economic activity, especially in the activities of SMEs. Women with their SMEs can help the family economy, and therefore the woman should be given a motivation for getting success in entrepreneurship. Educational activities regarding the development of women's empowerment of SMEs is intended to help women who are usually only as a housewife, to be able to know how to start doing business and foster entrepreneurial spirit also manages her with good management and professional manner. The method used model of active participation through interactive discussions. Seeing the public response is expected to follow up to increase the income of local communities, among others, by providing knowledge about the importance of improving the products contained in In the village Ciwalen - District of Sukaresmi Cianjur regency of West Java province to increase income supplements for those who already have a business and add insight for new entrepreneurs.

Keywords: Motivation, SMEs, Entrepreneurs

**A. Introduction**

Women and men have equality so that women and men have the opportunity, as well as access to the same opportunities as a development resource. Equality is a target to be achieved in the medium-term national development goals and long-term as well as the Millennium Development Goals (MDGs). Direction of development in the fourth industrial revolution towards the digital economy and technology, making the

industrial science, technology, engineering, and mathematics (STEM) has a promising prospect. The indirectly digital system has changed human work more quickly and efficiently. The Industrial Revolution 4.0 is an era characterized by artificial intelligence (artificial intelligence), the era of supercomputers, genetic engineering, innovation, and rapid changes that impact on the economy, industry, government, and politics.

The presence of the Industrial Revolution 4.0 should be used and managed by women because it has a promising prospect for the position of women as a part of world civilization. Based on these descriptions, this paper wants to examine the opportunities and challenges of the Industrial Revolution era, the role of women 4.0, through the analysis of the problem of how the digital era, the role of women and how the opportunities and challenges facing the role of women. Developments in science and technology had an impact on the role of women is increasingly complex. 4.0 Industrial Revolution era marked by the rapid development of technology. Through the development of information and communication technology retrieval, distribution and presentation of information can be done quickly and accurately. Positively influence the development of information and communication technologies for all aspects of human life such as communication and make it easier to get the information more widely, to encourage economic growth and to optimize the efficiency of labor. Mastery of information and

communication technologies provide wider opportunities to advance and improve the quality of life. Women as partners in development today must improve their ability in all aspects included in the mastery of information and communication technology. The importance of access to and use of information and communication technologies for women because women have a strategic role, as a housewife and it also has a role in society. Realizing that in increasing women's role in the ability of the government has been implementing development through the empowerment of women. (Sri Lestari Harsosumarto, 2017)

Equality of access to and control of information and communication technologies for women and men have attracted the attention of global level, gender and information and communication technology has been included since the Beijing declaration in 1995 which is the result of the fourth conference on women. Likewise in the program of Sustainable Development Goals (SDGs) on gender equality emphasizes the increase in the use of information

and communication technology for the empowerment of women.(McInnes, 2018)

There paradigma long ago, there were two different real social life for men and women, society as the first place for men and women who are familiar with the domestic environment the relationship between them is not direct. Penafsiran has given to a woman's biological causing their losses at all community-level not biologically their circumstances. Women everywhere are generally less well known and less competent in customs. This interpretation binding them to just take care of children and remain in the household environment.(Habibah, 2015) Women today are not just a single role, but also play doubles. In other words, a housewife does not have a role in the domestic sector but also plays a role in the public sector. Mother-housewife who work in the public sector, such as Trading circumference, petty trading, stalls, housemaids, salon, clerks, shopkeepers, factory workers, trade in the market and so on. In modern society, the demands of life today are increasing mainly social and economic

fields. All this resulted in the status of women is no longer a housewife, but demanded a role in a variety of social life, such as work together to help her husband, even to sustain the family economy. The progress of time is often accompanied by the development of information and the level of human intellectual abilities. The role of women in even life constantly changing to meet the challenges of the era, not least regarding the role of women in improving the welfare of the family. Typically, the backbone of family life is a man or a husband. But now many women play an active role to support the family economy. Women are not just being a jewelry house, but also many have a role in the family. According to the concept of mother, the independence of women can not be separated from its role as mothers and wives, women are considered as social beings when the whole culture that has played both roles well. The backbone of family life is a man or a husband. But now many women play an active role to support the family economy. Women are not just being a jewelry house, but also many have a role in the

family. According to the concept of mother, the independence of women can not be separated from its role as mothers and wives, women are considered as social beings when the whole culture that has played both roles well. the backbone of family life is a man or a husband. But now many women who play an active role to support the family economy. Women are not just being a jewelry house, but also many have a role in the family. According to the concept of mother, the independence of women can not be separated from their role as mothers and wives, women are considered as social beings when the whole culture has played both roles well.

Family is the most important primary groups in society. Historically family unit is formed of a limited organization and has a minimum size, especially those who initially held a bond. The family remains a part of the total community is born and therein, which gradually releases these traits as they grow toward maturation. The role of the father of a very large and important in the life of a family. Mr does not beget children, but the role of the father in a child's development is a

very necessary task. Father's obligation other than to support the family economy, is also expected to be a friend and a good teacher to his children and wife. Dear as the head of the family fully responsible for the state of the family. PKK acts as a motivator, facilitator, planner, executing, controlling and driving. Technical guidance to families and society operates in cooperation with relevant government agencies service element

SMEs have a share of about 99.99% (62.9 million units) of the total businesses in Indonesia. (Kementerian Koperasi dan UKM RI, 2017), Based on BPS data, about 60% of small and micro enterprises in Indonesia are driven by women and proved able to withstand the financial crisis that hit Indonesia in the last 10 years. Also, the Ministry of Cooperatives and SMEs RI reports that the number of units, micro, and small business accounts for around 56.5% of GDP, and absorbs about 66.7% of the workforce in the micro, and small, with about 70 % perpetrators are female. Women who are involved in the activities of the

PKK. The contribution of women in micro, small and medium enterprises (SMEs) is quite large at around 40% of the 41 million SMEs. Furthermore, the type of women's micro-enterprises contributed 92.97% while men only 85.50%, on the type of small businesswomen, have contributed 6.90% while men 6:50%, and on the type of medium-sized businesses women have contributed 0.13% while the male by 0.8%, this figure shows that women have a very significant role in the SME sector. (Badan Pusat Statistik, 2017)

## **B. Method of Implementation**

Educational activities regarding the development of empowerment of women PKK was conducted aims to help women who are usually only as a housewife, with the activities of the PKK it is like holding recitals, teaching the Koran, and gather regularly every month, to be able to know how to make use of online media as a means of education, started its business activities and foster the entrepreneurial spirit and to manage it with good management and professional manner, for example, To

increase public knowledge Ciwalen village then we will also educate the village PKK members Ciwalen with so business activities of SMEs will increase and the impact on the creation of new jobs and improving the welfare of families and makes women micro-entrepreneurs who professionally manage the business by implementing management practices are appropriate to encourage employers borne in developing and contributing to the increase in Gross Domestic Product. This activity is also expected to accommodate, integrate, establish and promote the aspirations of the people, arouse and encourage awareness to achieve a more prosperous community. Furthermore, the purpose of this activity is based on the principles contained in the PKK is as follows:

1. Participatory, that decision-making in the management and development in every stage of the activities carried out by including all actors, especially the poor and other marginal.
2. Transparent and accountable, that management activities are conducted openly and known by

the people and accountable to the public.

3. Alignment, that the management of the activities carried out completely and thoroughly following the potential, capabilities, and support available and to optimize cooperation between the public and the government, businesses, NGOs, universities, and other development actors synergistically.
4. Increased Role and Capacity women, a group of women as managers and beneficiaries of the activities as well as having an equal role in the decision-making process.
5. Learning that the management of this activity is a learning process effective poverty alleviation pattern-based practices in the field through the transfer of knowledge, resources, and information technology from Universities / NGOs.

Sustainable management of activities can be done in a sustainable manner through the development of activities following the potential, condition, and performance of existing and able to foster community

participation in benefits, maintain, preserve, and develop sustainable activities for.

### **C. Result and Discussion**

Based on the results of preliminary observations Visits dated October 31, 2017, Dedicated team found some things that become problems Results of the problems found as follows:

1. Of the total participants were 20 people and there are only five kinds of entrepreneurs are meatballs dried (mother Siti), cushion cute (mother Trisna), rengginang mini (mother Euis), cassava (mother Lela), Gardens flower Chrysanthemum (paper flowers),
2. Most participants hit a problem when trying to start entrepreneurship capital.
3. Still not growing creativity of the community so that confusion wants to entrepreneurship what is following the expertise and skills.
4. For people who are already self-employed, they lack the knowledge of media campaigns, capital management and make products that create on and have a sale value.

5. Lack of knowledge about making cooperation with financiers.
6. Have a high interest in the use of social media to foster entrepreneurship and creativity in creating a product in starting a business.



Figure 4 Field observations



Figure 1. Implementation of the initial observation



Figure 2. Community Products



Figure 3. Field observations

Progress in the field of economy and education affects women to take on the role transition as workers, members of the public and to show the existence of human development itself. Quality women were able to put himself in a very important role both as a mother in the education of future generations, as well as in the public sphere, including in the era of the Industrial Revolution 4.0.(Ni Wayan Suarmini, Siti Zahrok, 2018)

To boost the economy of rural communities Ciwalen to meet the needs of daily life is necessary to develop an integrated solution for the woman who joined the PKK container wherein the steps which we will develop include technical, managerial and institutional. As for the offer of integrated solutions are as follows:

1. Introductions Online Media technologies that can improve

public education quickly and easily, for example learning the Japanese art of knitting through the medium of Youtube. In line with the implementation of Online Media technology introduction will be made also of making online marketing networks by members of the PKK. So there is continuity between the crafts learned by marketing.

2. Integrated accounting system implementation and making proposals to the PKK's partner search partners based capital.
3. Implementation of the system of production and development of innovative products.
4. The introduction of the commercial banking system.
5. Alignment of PKK members increase the power of creativity to the business of SMEs.

So we can conclude THAT this workshop is in need it is seen at:

1. Mothers (and fathers) who attended the meeting were interested and started to understand the importance of the role of women as individuals and family members

also her role as a wife and as a member of society.

2. His importance "entrepreneurship" began to be felt by mothers (and fathers). It is seen from the statement and the questions to the speakers.

3. Responses of participants who come very positive look of hope given the participants to the speakers for the activities of FEB Unpas PPM (Faculty of Economics and Business, University of Pasundan) can be followed up.

4. One of the participants are very active in the intensive guidance from start repair bookkeeping to start making a website for his business Pillow cute (Mrs. Trisna), links to websites have managed to make:

- a) The official website stores Tokopedia

<https://www.tokopedia.com/akhouse/bantal-imut>

- b) blog website

<http://www.bantaluniklucu.com/2016/09/bantal-imut.html>

- c) Facebook

<https://web.facebook.com/media/set/?set=a.307820732676792.80>



[649.304759529649579&type=1  
& rdc=1& rdr](https://www.bukalapak.com/products/bantal-imut)

d) Bukalapak

<https://www.bukalapak.com/products/bantal-imut>

e) Shopee

<https://shopee.co.id/Bantal-imut-i.34683177.620792089>

#### **D. Conclusion**

The role of women era of digital is not enough to simply act as a housewife (domestic) but are also required to be able to act outside the home such as making a family business and as a career woman, It can be seen from the presence and interests of the community against community service activities is largely plans can be executed and can provide great opportunities for women to take part more widely, few can take advantage of this opportunity. Women have a very strategic role in development, and therefore the support of various stakeholders is needed.

Seeing the public response over the expected follow-up to increase the income of local communities, among others, by providing knowledge about

the importance of improving the introduction of other products as products derived from the basic material (among others: patchwork, glutinous rice, yam/cassava, and flowers pieces) used by four craftsmen above resulting in an additional income, especially for craftsmen who have started businesses and other artisans in the village Ciwalen Sukaresmi District of Cianjur Regency, West Java Province which will begin doing entrepreneurship.

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