

## IMPROVING ENTREPRENEURIAL SKILLS BY MAKING BUSINESS CLASS FOR *DASA WISMA* MEMBERS IN RT 12 NGENTAK BANGUNJIWO, YOGYAKARTA, INDONESIA

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### ABSTRACT

*The members (mothers) of social group (dasa wisma) in Rukun Tetangga (RT) or neighbor association 12 have very good potential to improve creativity and entrepreneurial skills, as well as take advantage of spare time. Batik is a cultural heritage that shall be preserved. Ecoprint is one type of batik which is environmentally friendly and easy to make, yet it has high selling prices. The potential that these mothers have shall be explored by creating a business class as an effort to develop it.*

*A series of activities were carried out to solve existing problems. These activities included socialization, training on making ecoprint batik, training on making products from ecoprint batik, and entrepreneurial education. These activities lasted for four months. The methods used during these activities were lectures, discussions, questions and answers, direct practice and mentoring. The methods were adjusted to the stages of the activities.*

*The results of these activities were the implementation of training, supervision in making ecoprint batik, supervision in making products from ecoprint batik which resulted in 25 products, and entrepreneurial education.*

**Keywords:** ecoprint batik, entrepreneurship, training, supervision, business class

### INTRODUCTION

The members of social group (*dasa wisma*) in neighbour association or *Rukun Tetangga* (RT) 12 consist of 40 people and 60% of them are housewives. The level of education of these housewives is at least high school graduates, even 90% of them are university graduates. These housewives are also in their productive age, ranging between 25 - 50 years, where the number of productive age is most commonly found in Indonesia (Central Bureau of Statistics, 2015). These housewives complain that they often get bored because they have no productive activities to do once their domestic works are done. They feel that they do not have any skills. Every day they waste an average of 2-3 hours. It is unfortunate that the spare time of these housewives has not been well spent.

Bangunjiwo Village is one of the villages in Bantul Regency which is four km away from the capital of Kasihan Subdistrict and approximately eight km away from the capital of Bantul Regency. Most of the area in this village is plantation and field  $\pm$  530.13 Ha, in which teak trees and other large trees are often grown. One of the priority programs in Bangunjiwo Village is to establish partnerships and collaborations with universities to explore and take advantages of this village's potentials, improve human resources, and identify local cultural potentials (Profile of Bangunjiwo Village, 2018).

Based on such background, one of the ways to explore the potential of these housewives is by

utilizing the natural potentials that exist. This village has lots of leaves because it has lots of trees, but these leaves have not been used. It is expected that these potential housewives will quickly and easily follow the process of knowledge transfer. The solution offered is by training on making eco-print batik and learning entrepreneurial processes using the TF-6M model.

Batik is Indonesia's cultural heritage which shall be preserved. Indonesian creative artists have created various types of batik. Nowadays there are many booming types of batik that are becoming a trend among batik lovers. One of which is eco-print batik. Eco-print batik is made of natural materials that can be found around us and it is very environmentally friendly. Eco-print batik is made by directly applying fresh vegetables and flowers on cloth, followed by a dyeing process. This type of batik is easy to make yet the selling price is still very high. In fact, to preserve batik so the following generations will still inherit this culture, we need consistent and real efforts (Lindiawati, Sari, & Wulandari, 2018).

The application of the TF-6M Learning Model is an entrepreneurial learning activity whose aim is to improve someone's skills to be productive and have entrepreneurial skills. The TF-6M model consists of six steps: receiving an order, analyzing the order, confirming readiness to process the order, working on the order, performing quality control and sending out the order (Kurniawan, 2014).

Based on the observations carried out, the members of *dasa wisma* in RT 12 Ngentak Bangunjiwo actively use social media. Besides, *dasa wisma* meetings are also regularly held. Therefore, this community service activity was in the form of training on making eco-print batik and entrepreneurial learning using the TF-6M method. The team also helped promote the products produced by these *dasa wisma* members through websites and social media, and they were also given training on how to manage a website and social media as an online shop. This aimed to help them become productive at home.

## METHODS

The program to create a business class for the members of *dasa wisma* in RT 12 Ngentak, Bangunjiwo was organized as an effort to improve entrepreneurial skills. The program was carried out in several stages: 1) Problem identification, done through the methods of discussion and question-answer, 2) Planning of the activities, done by making a schedule and coordinating with relevant parties in relation to the implementation of the program, 3) Program implementation, done by the methods of training and supervision. There were three training materials, namely making ecoprint batik, making products from ecoprint batik, and entrepreneurial materials. The methods were by direct practices, lectures, and question-answer, 4) Program supervision, done by establishing communication through social media and direct supervision when the participants completed all the stages of the program, 5) Program evaluation, done by discussion.

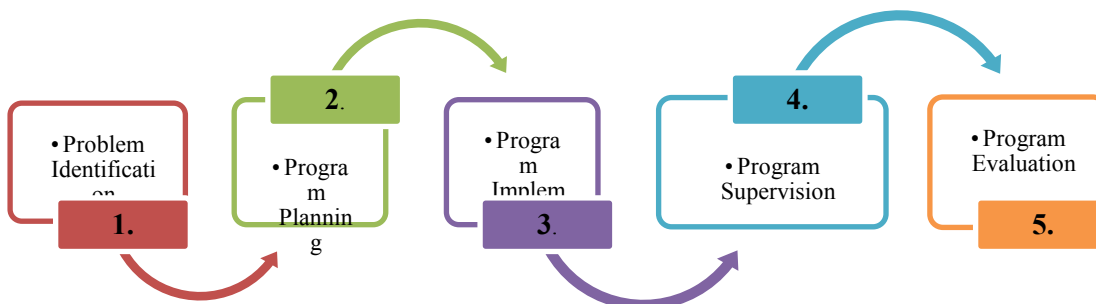


Figure 1. Program Flowchart

## RESULTS AND DISCUSSION

The objective of the implementation of the community service program was to train the members of *dasa wisma* in RT 12 to be able to develop their entrepreneurial skills. After all the activities were successfully carried out, the following is the report on the results of the community service program entitled Creating Business Class for Members of *Dasa Wisma* in RT 12 Ngentak Bangunjiwo Kasihan Bantul.

### Identification of Problems

This activity was carried out by conducting discussions with the Head of RT and the Leader of *Dasa Wisma*. The meetings resulted in primary data about the needs to empower the members of *dasa wisma*. The members were dominated by housewives, whose minimum level of education was high school graduates, meaning that they had relatively high level of education. This indicates that they have the potentials to be explored. The selected program was to invite them to make ecoprint batik. Ecoprint batik was made by utilizing natural resources, i.e. leaves that could easily be found in RT 12. In fact, the making of such batik is very easy and does not require any expensive tools, yet ecoprint batik has a high selling price because it belongs to handmade products. This activity served as a stimulation activity to encourage these members to spend their time more productively to gain added values.

### Program Planning

The activities carried out at this stage included a coordination meeting between the Community Service Team and the Leader of *Dasa Wisma* RT 12. This meeting discussed the types of activities that could be carried out and could meet the needs of the members of *dasa wisma* in RT 12 as well as the schedule of the activities. The activities lasted for four months, including supervision and product completion. The coordination meeting between the Community Service Team and the facilitator of the community service program discussed the schedule of program implementation and the methods to be used. This meeting resulted in an agreement of conducting face to face sessions whose duration was 8 x 60 minutes, and supervision was to be done through social media.

### Program Implementation

- a. Socialization was conducted during the regular monthly meetings of *dasa wisma*. The socialization was done on January 5, 2019 at 16:30 at the Hall of RT 12 Ngentak Bangunjiwo. All the members of *dasa wisma* RT 12 attended the socialization. They were enthusiastic about the activities described during the socialization. As a follow up, registration was done through the whatsapp app group (WAG) of *dasa wisma* RT 12 for the members who were interested in participating in the activities. However, the activities were limited to only 25 participants due to limited funds.
- b. The registration was open for one week via the WAG of *dasa wisma* RT 12. During the registration, there were 25 members who were willing to participate in these activities.
- c. The training of making ecoprint batik was held at the Hall of RT 12. This activity started with a brief introduction from the facilitator, followed by direct practice of making ecoprint batik. The first meeting lasted for seven hours. Next, the unfinished batik cloth which still had to be processed further was brought home by the participants because it had to be aerated for at least seven days in order to gain perfect color. In fact, prior to this activity, none of these participants had been able to make ecoprint batik. At the end of the processing, all the participants had finished making their batik so they were ready to make other products from it. The participants were very enthusiastic about this activity, proven by the fact that all of them attended all the series of activities. However, there were two

participants who left the training at 14.00 because they had something to do. Fortunately, they left when the making of ecoprint batik had finished; what was left to do was to wait for the first drying process. The activity started with a 45-minute lecture by the facilitator, giving a brief introduction about all the tools and materials needed for the process. This was then followed by direct practice of making ecoprint batik, supervised by the facilitator.

- d. The training on making products from ecoprint batik was held in three consecutive weeks. The finished ecoprint batik was then processed into other products to gain higher selling prices. In this activity, the participants were trained to make patterns, clutches and bags. Once they finished making a pattern, batik was then sewn and finished. The activity of making batik products was done every Sunday morning by working together, supervised by the facilitator. In fact, the speed of each participant was not the same; some of them had already had sewing skills, some of them were new to making bags. These participants also helped each other and exchanged ideas of making products from ecoprint batik. The sewing machines were those owned by the members of *dasa wisma*. There were two sewing machines used during the process. In addition, the sewing machines and other tools were stored in the mosque so whenever they had spare time, they could continue working on their products.
- e. Entrepreneurial education. This activity was done at the last meeting by using a lecture method to explain to the participants about what they should do when receiving an order.

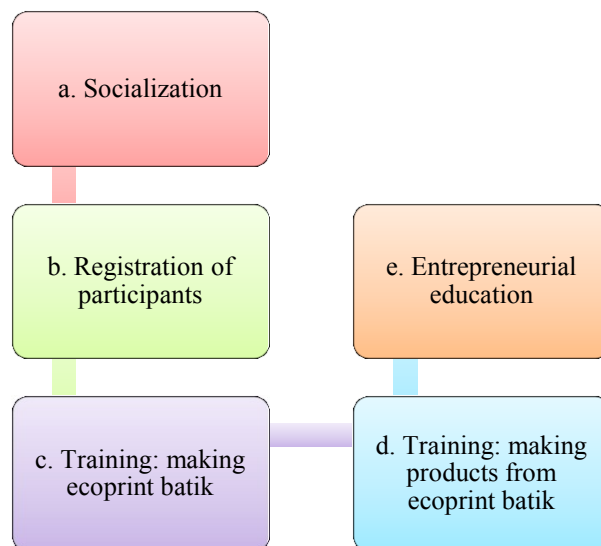


Figure 2. Program Implementation

### Supervision

Supervision was carried out for monitoring purpose. The supervision started when the process of making batik started until the completion of making products from ecoprint material. During the process of making ecoprint batik, the supervision was done to ensure that the batik cloth which was brought home was treated accordingly, i.e. aerated. Further, the researchers and participants keep in touch using social media.

## CONCLUSION

The results of this training could improve the entrepreneurial skills and the economic conditions of the members of *dasa wisma* group in RT 12 Ngentak Bangunjiwo Yogyakarta by producing ecoprint batik.

## ACKNOWLEDGEMENTS

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