

Women Empowerment Through Handicrafts of Mask Connectors During Covid 19 Pandemics in Kerinjing Village

Ichsan Hamidi^{1*}, Taufiq¹, Mukhlis¹, Sukanto¹, Dirta Pratama Atiyatna¹, Abdul Bashir¹,
Dwi Darma Puspita Sari¹

¹Faculty of Economics, Universitas Sriwijaya, South Sumatra, Indonesia

*Correspondence author: hamidi@fe.unsri.ac.id

Article Info: Received: 27 November 2021; Accepted: 13 August 2022; Published: 31 October 2022

Abstract: This service program aims to provide skills in the form of providing hand care training through making mask connectors and how to market them so that they can increase the income of the people of Kerinjing Village. In addition, the product of this training is also expected to be a superior product in rural areas in Kerinjing Village. The method used in this program is carried out through several stages, including the stage of building commitment, the stage of community organizing, the stage of needs assessment, and the stage of planning activities and implementing activities. The results of this activity include hand washing products through the manufacture of mask connectors that have a selling value so that they can increase the household income of the women's group in Kerinjing Village, Tanjung Raja District. Furthermore, this product is also expected to be one of the superior products of this village. In addition, the results of this activity are in the form of marketing assistance through social media through Facebook and Instagram.

Keywords: Connectors, Masks, Creativity, Crafts

How to Cite:

Hamidi, A., Taufiq., Mukhlis., Sukanto., Atiyatna, D. P., Bashir, A., & Sari, D. D. P. (2022). Women Empowerment Through Handicrafts of Mask Connectors During Covid 19 Pandemics In Kerinjing Village. *Sricommer: Journal of Sriwijaya Community Services*, 3(2), 113-122. DOI: <https://doi.org/10.29259/jscs.v3i2.81>

1. INTRODUCTION

Kerinjing Village is one of 19 villages in the Tanjung Raja District, which is located in Ogan Ilir Regency. Kerinjing village is divided into 2 hamlets and is led by each hamlet head. Kerinjing village still doesn't have much potential but with the help of many other parties related to the progress of this village it will develop well (Bashir et.al., 2021; and Chodijah et al., 2022). Handicrafts are things related to handmade or activities related to goods produced through handicrafts, crafts made are usually made of various materials. From this craft produce decorations or artistic or disposable objects. According to Sudita Ketut Handicrafts Related to the term crafts, Muthmainah (2020) states that crafts are related to the nature of handiwork or skills with the nature of the hands or skills.

According to Solesvik et al. (2019) and Laksmanawati & Yuniawan (2021) defines entrepreneurship as the process of applying creativity and innovation in solving problems and finding opportunities to improve life (business). The application of creativity and innovation is ultimately able to contribute to society. Meanwhile, according to Beqo & Gehrels (2014), defining entrepreneurship or entrepreneurship is a person who breaks the existing economic system by introducing new goods and services, by creating new organizations or managing new raw materials.

As of December 2019, it marked the beginning of the world health crisis. Corona Virus Diseases is a type of virus that has claimed hundreds of millions of victims. Indonesia is one of the countries in Asia that has a high mortality rate. Efforts that have been made by the government to reduce the transmission rate, one of the patterns of community cooperation is an important pattern in efforts

to transmit Covid 19. One of them is by implementing the 3M system (Wearing Masks, Washing Hands, and Keeping Distance).

Masks are one of the main personal protective equipment that must be used during a pandemic, with the number of masks being used increasing so that there are many findings and creativity of motifs and mask materials that are targeted by users to keep them looking attractive and unique. Masks are one of the beauties or icons that can be displayed during a pandemic. There are 2 types of masks, namely earloop and headloop. Earloop masks can be used by hijab users if they use hooks, which are better known as masks that are used by women and mothers, in addition to mask hooks, as well as decorations that will look beautiful when used so that it contrasts with the hijab worn (Purnamawati et al, 2018).

Connecting materials are usually made of glitter tape, cotton cloth, patchwork and even lace whose hooks can be buttons or adhesives. This has become a sustainable business for some people who have limited business capital. The tutorial on making a connector is a program that will be taught to mothers and teenagers in the village of Kerinjing, apart from being able to use patchwork or other beads as a connector and can also be used as souvenirs for celebration events, and can also be marketed through Facebook, Instagram and other media so that MSMEs in Kerinjing village can develop and be creative in the future and also the use of masks is very useful as a mask movement to prevent contracting Covid 19. This needs to be done to increase the selling value of MSMEs themselves, especially so that they can compete with foreign products that are increasingly flooding industrial and manufacturing centers in Indonesia, considering that MSMEs are the economic sector that is able to absorb the largest workforce in Indonesia (Maksum et al., 2020).

2. LITERATURE REVIEW

2.1. Entrepreneurship

Entrepreneurship is the equivalent of the word entrepreneurship in English, *unternehmer* in German, *ondernemen* in Dutch. While in Indonesia it is named entrepreneurship. The word entrepreneurship itself actually originated in French, namely "entreprendre" which means adventurer, creator, and business manager (Ariwibowo, 2018; and As'ad et al., 2018). This term was introduced first by Richard Cantillon. The term grew in popularity after it was used by economist J.B Say to describe entrepreneurs who were able to move economic resources from low levels of productivity to higher levels and earn even more (Cornwall, 2016; and Rabiah, 2019).

Purnamawati & Yuniarta (2020) stated that Entrepreneurship is a person's spirit, attitude, behavior and ability to handle businesses and activities that lead to efforts to find, create, implement new ways of working, technology and production by increasing efficiency in order to provide better services and or obtain greater profits.

2.2. Empowerment

According to Sumarwati & Rachman (2019) and Dipta (2009) empowerment is an effort to build personal, family, community, nation, state government, and value systems within the framework of a just and civilized human actualization process in various social, political, legal, and educational fields. and so on live. Empowerment also aims to revive the order of values, culture, and local wisdom in building their identity as individuals who are part of the community (Marthalina, 2018).

Empowerment has a focus on the nature of the individual as well as the community. Individual empowerment is a process of increasing knowledge, skill motivation, and individual experience so that they have the competitiveness to gain independence (Aluy et al., 2017; Farida, 2013; and Idris & Tan, 2017). Although community empowerment is not merely an economic concept, it is often used as a strategy to overcome poverty and prosper the community (Indiworo, 2016). Poverty alleviation is not just an increase in economic income. Still, it needs to be carried out comprehensively involving basic human needs, such as nutrition and health, availability of employment opportunities, number of families and members, education level, environment, and other aspects that can improve the quality of life of the community (Hasugian & Panggabean, 2019).

2.3. *Micro, Small and Medium Enterprises (MSMEs)*

In the Indonesian economy, MSMEs are the business group that has the largest number and is proven to be resistant to various kinds of shocks from the economic crisis. The criteria for businesses that are included in micro, small and medium enterprises have been regulated in the legal umbrella. There are several criteria used to define the definition and criteria of Micro, Small, and Medium Enterprises (Syuhada & Gambetta, 2013; and Susanti et al., 2017). According to Susanti et al. (2017) there are several institutions or agencies even provide their own definition of Small and Medium Enterprises (SMEs), including the State Ministry of Cooperatives and Small and Medium Enterprises, the Central Statistics Agency (BPS), Minister of Finance Decree No. 316/KMK.016/1994 dated June 27, 1994. The definition of SME presented varies from one to another (Ahmad & Talib, 2014).

The Central Statistics Agency (BPS) provides a definition of SMEs based on the quantity of labor. A small business is a business entity that has a workforce of 5 to 19 people, while a medium business is a business entity that has a workforce of 20 to 99 people. Based on the Decree of the Minister of Finance Number 316/KMK.016/1994 dated June 27, 1994, what is meant by a small business is an individual or business entity that has carried out activities/businesses that have sales/turnover per year of a maximum of Rp. 600,000,000 or assets/property up to a maximum of Rp. 600,000,000 (excluding occupied land and buildings) consisting of (1) business entities (Fa, CV, PT, and cooperatives) and (2) individuals (craftsmen/home industries, farmers, breeders, fishermen, forest encroachers, miners, forest product traders). goods and services).

3. METHODS

In carrying out service activities, there are two stages, namely identification, and location observation, and carried out for 3 days. In this activity data collection, documentation, application for service location permits, and joint approaches with community leaders are carried out through joint discussions with community members. This stage is useful for obtaining information about the conditions and potential of the local environment. The targets of this community service activity are housewives and teenagers in Kerinjing Village, Tanjung Raja Selatan District, and Ogan Ilir Regency. The number of participants is 30 people. The implementation of this service uses counseling and training methods, discussions, and discussions with connector-making activities using existing beaded fabrics, then will be guided in terms of marketing through social media. This is done so that the market that can be obtained by the community in selling this product will later expand so that later it will be able to improve the economy of the community in Kerinjing Village. the next stage is direct practice and teaching one by one to the participants in the village of kerinjing.

4. RESULTS AND DISCUSSION

4.1. *Implementation of Activities*

The activity training was themed "Women Empowerment Through Handicraft Management Through Making Connectors During a Pandemic in Kerinjing Village, Tanjung Raja District, Ogan Ilir Regency, South Sumatra Indonesia" was carried out for three days with a duration of approximately 4 hours and a practical session, question and answer and discussion were carried out. The training participants came from Kerinjing Village as many as 30 participants were attended by community components, namely mothers and young women. The involvement of various elements of the community in this training is hoped that these mothers or communities can be more creative in managing handicrafts through making connectors.

Training begins with a betel nut from the village apparatus explaining the purpose and purpose of holding the training and is continued with a speech by the team leader and the reading a prayer.



Figure 1. Presentation from speaker

Next activity, the introduction and delivery of material by internal speakers from the Faculty of Economics, Sriwijaya University with a duration of less than one hour. After that, it was continued by doing direct practice on the rareness of making connectors from an explanation of one by one the functions and how to install them and after that, a discussion question and answer session was held. The internal resource person himself is a person who understands the material, apart from being a lecturer who takes part in many activities related to other trinket-making skills.

4.2. Trainee Responses

The training ran smoothly and relaxed even though they were sitting, all participants seemed very enthusiastic about participating in the training until finally, the resource persons answered all the questions asked along with solutions that could be applied to solve the problems that arose. The material was delivered in simple language and was easily understood by the participants so that the training and discussion ran smoothly and achieved the desired goals and objectives and village officials and the community were very helpful in preparing training facilities. And the participants gave excellent feedback in the Skills Improvement training and the Community Economy through Empowering Women Through Craft Management Through Making Connectors During the Pandemic. This can be seen from the participants who asked questions and were enthusiastic about making mask connectors.

4.3. Discussion

With the training and service activities of the team in empowering women through handicraft management through connector making during this pandemic, it can help people find relatively easy business ideas with cheap capital so that they can get additional income.



Figure 2. Participants practice installing hooks and beads in assisting students

This service activity is expected to provide the following results:

1. The community and youth in the village of Kerinjing are able to use the leftover cloth to make connectors or be creative with beads with ropes so as to produce unique products but can be used as other alternatives in making works of high artistic value, selling high value and becoming superior products in activities mothers and teenagers in Kerinjing Village.
2. Making hijab contractors able to create new jobs in the surrounding environment considering the Covid-19 pandemic which still doesn't know when it will end. So that the production results obtained are able to increase income and also meet market needs which are increasing day by day.

This training received a very positive response from the community in Kerinjing village, Tanjung Raja District, Ogan Ilir Regency, South Sumatra Province. It is hoped that after this activity, mothers and adolescent women can be even more creative in the future.



Figure 3. Group photo and closing of hijab conector making training session

4.4. Feedback

Feedback from training participants is one of the instruments in seeing the extent of the trainee's understanding of the existing problems. In this context, participants are asked to give an assessment of the material provided by the resource person. This is important in order to understand what the community needs in the coming year. Some questions were asked directly during the training to see the response of participants to actively see various activities.

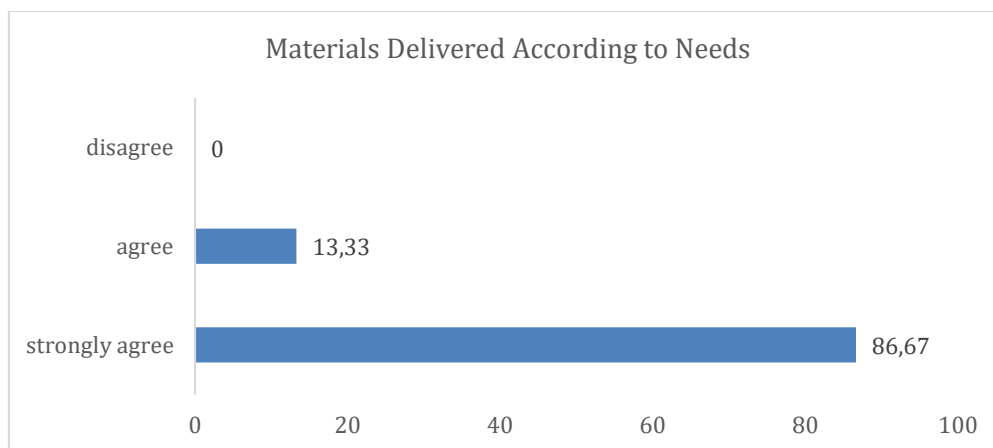


Figure 4. Evaluation of Service Regarding Training to Increase Participants' Knowledge

Based on figure 4, it can be seen that the service carried out in Kerinjing village can increase the knowledge of participants as much as 86.67 percent of respondents feel very agreed with this training, while as many as 13.33 percent of service participants in Kerinjing village choose enough to increase knowledge. This is an input for the presenter to provide better material in the future by looking at the characteristics of the service participants.

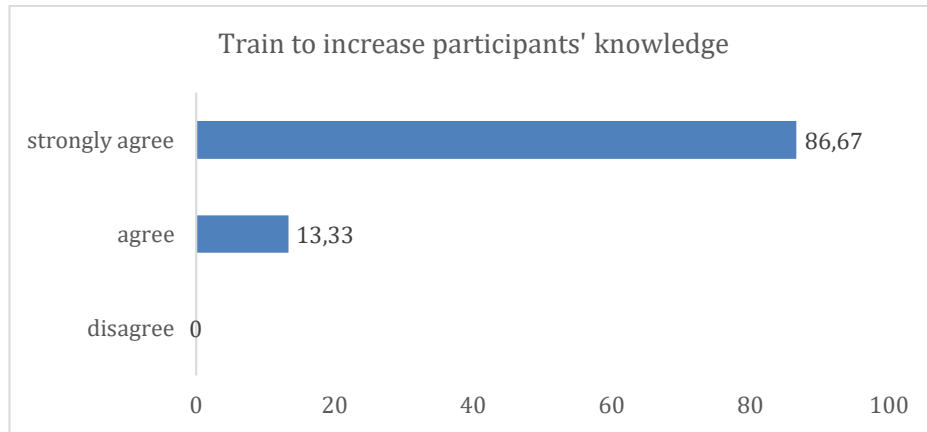


Figure 5. Evaluation of the training delivered according to needs

Based on figure 5, it can be seen that the service carried out in Kerinjing village is in accordance with the needs of 76.67 percent of respondents, while as many as 23.33 percent of service participants in Kerinjing village only feel sufficient according to their needs. This is an input for the presenter to adjust the material even better in the future by looking at the level of education and age of the service participants.

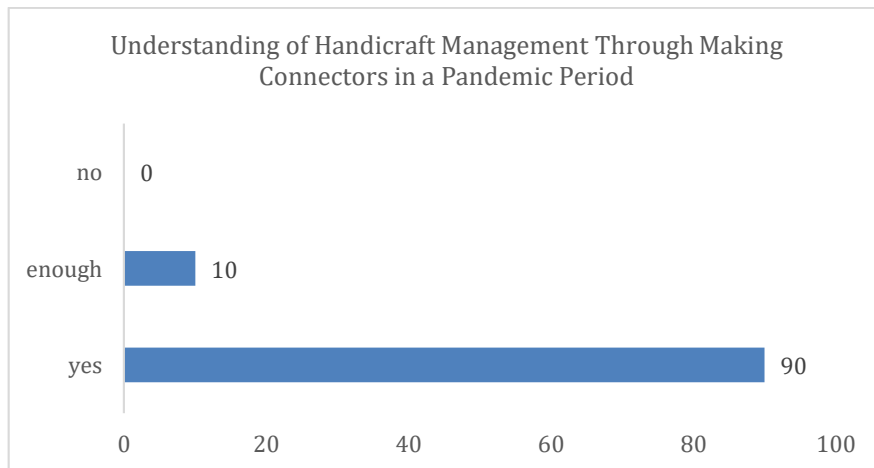


Figure 6. Evaluation of handicraft management through connector manufacturing during the pandemic

Based on figure 6, it can be seen that as many as 90.00 percent of respondents understand about Handicraft Management through Connector Making during the Pandemic, while as many as 10.00 percent of service participants in Kerinjing village are quite familiar with Handicraft Management through mask connectors during the pandemic.

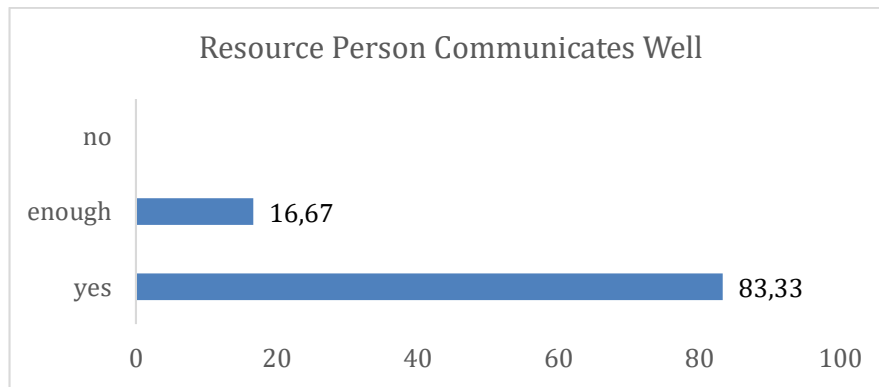


Figure 7. Evaluation of the resource person's performance in communicating

Based on figure 7, it can be seen that as many as 83.33 percent of respondents think that the resource persons can communicate well in delivering material on handicraft management through making connectors during a pandemic, while as many as 16.67 percent of service participants in Kerinjing village only feel that the resource persons are quite able to communicate well in delivering material on handicraft management through making connectors during a pandemic. This is an input for the presenter to improve the way of communicating with service participants to be more relaxed and provide more opportunities for participants to ask questions about problems outside the material.

5. CONCLUSION

Through the implementation of handicraft management training through making connectors during the pandemic in Kerinjing Village, Tanjung Raja District, and Ogan Ilir Regency, the community was able to improve their economic capabilities by empowering women to make mask connectors during the pandemic accompanied by BUMDes in Kerinjing village. It is hoped that this service activity can make Kerinjing village economically independent and improve the welfare of the people of Kerinjing village, Tanjung Raja District, Ogan Ilir Regency, South Sumatra.

6. RECOMMENDATIONS

This training is very useful for the community in an effort to increase knowledge to increase variations in the management of hijab connectors so that they are suitable for market and increase the income of people in Kerinjing village.

ACKNOWLEDGEMENT

This activities was funded by Faculty of Economics, Universitas Sriwijaya. Thank you to the Faculty of Economics, Universitas Sriwijaya, lecturers, committees, students, and participants who have participated in the successful implementation of this activity.

REFERENCES

- Ahmad, M. S., & Talib, N. A. (2014). Analysis of Community Empowerment on Projects Sustainability: Moderating Role of Sense of Community. *Social Indicators Research*, 129(3), 1–18. <https://doi.org/10.1007/s11205-014-0781-9>
- Aluy, C. A., Tulung, J. E., & Tasik, H. H. D. (2017). Pengaruh Keberadaan Wanita Dalam Manajemen Puncak Dan Kepemilikan Manajerial Terhadap Kinerja Keuangan Perbankan (Studi Pada Bank BUMN dan Bank Swasta Nasional Devisa di Indonesia). *Jurnal EMBA*, 5(2), 821–828.
- Ariwibowo, P. (2018). The Strategy Of Empowerment Small And Medium Enterprises In The Effort For Increasing Revenue And Market. *Econosains*, 16(1), 35 - 47. <https://doi.org/10.21009/econosains.0161.04>.

- As'ad, M., Zaini, Z., & Badruddin, S. (2018). Pemberdayaan Perempuan Melalui UMKM Pada Ibu-Ibu Majelis Taklim Namirah. *Jurnal Komunitas : Jurnal Pengabdian kepada Masyarakat*, 1(1), 30-33.
- Bashir, A., Muhyiddin, N., Syamsurijal, S., Susetyo, D., Soebyakto, B., Hamira, H., & Astria, A. (2021). Training on Using and Making Cloth Masks for Housewives in Kerinjing Village. *Sricommerce: Journal of Srivijaya Community Services*, 2(2), 182-190. doi:<https://doi.org/10.29259/jscs.v2i2.68>.
- Beqo, I., & Gehrels, S. A. (2014). Women Entrepreneurship in Developing Countries: A European Example. *Research in Hospitality Management*, 4(1), 97-103. <https://doi.org/10.1080/22243534.2014.11828320>.
- Chodijah, R., Mardalena, M., Liliana, L., Sari, D., Atiyatna, D., Mukhlis, M., Sukanto, S., & Hamidi, I. (2022). Peningkatan Keterampilan dan Ekonomi Masyarakat melalui Pengelolaan Limbah Kain (Kain Perca) di Desa Kerinjing, Kecamatan Tanjung Raja, Kabupaten Ogan Ilir. *Sricommerce: Journal of Srivijaya Community Services*, 3(1), 19-26. doi:<https://doi.org/10.29259/jscs.v3i1.74>.
- Cornwall, A. (2016). Women's Empowerment: What Works?. *Journal Of International Development*, 28(3), 342-359.
- Dipta, I. W. (2009). *Mengangkat Peran Perempuan Pengusaha dalam mengatasi Pengangguran*. Jakarta: Kementerian Negara Koperasi dan UKM.
- Farida, L. (2013). Kontribusi pendapatan perempuan bekerja sektor informal pada ekonomi keluarga di Kota Pekanbaru. *Jurnal Aplikasi Bisnis*, 1(2), 103-112.
- Hasugian, F. M. A., & Panggabean, L. (2019). Peran Perempuan dalam Mengembangkan Usaha Mikro Kecil dan Menengah dalam rangka menuju Masyarakat Ekonomi ASEAN di Kota Tangerang Selatan. *Jurnal Inada*, 2(2), 111-135.
- Idris, N., & Tan, J. (2017). Review of Literature on Women Entrepreneur. *Journal of Global Business and Social Entrepreneurship*, 1(3), 1-11.
- Indiwo, H. E. (2016). Peran Perempuan Dalam Meningkatkan Kinerja UMKM. *Equilibria Pendidikan : Jurnal Ilmiah Pendidikan Ekonomi*, 1(1), 40-58.
- Laksmanawati, J., & Yuniawan, A. (2021). Women and the Digitalization Strategies of Micro, Small, and Medium Enterprises in the New Normal Era. *Petra International journal of Business Studies (IJBS)*, 4 (1), 55-64. <https://doi.org/10.9744/ijbs.4.1.55-64>.
- Maksum, I. R., Rahayu, A. Y., & Kusumawardhani, D. (2020). A Social Enterprise Approach to Empowering Micro, Small and Medium Enterprises (SMEs) in Indonesia. *Journal of Open Innovation*, 6(3), 1-17.
- Marthalina, M. (2018). Pemberdayaan Perempuan Dalam Mendukung Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Indonesia. *J-3P (Jurnal Pembangunan Pemberdayaan Pemerintahan)*, 3(1), 43-57. <https://doi.org/10.33701/j-3p.v3i1.862>.
- Mutmainah, N. F. (2020). Peran Perempuan Dalam Pengembangan Ekonomi Melalui Kegiatan Umkm Di Kabupaten Bantul. *Jurnal Wedana*, 6(1), 1-7.
- Purnamawati, I. G. A., & Yuniarta, G. A. (2020). Women's Empowerment Management Models For Local Economic Development. *RELEVANCE: Journal of Management and Bussines*, 3 (1), 1-12. <https://doi.org/10.22515/relevance.v3i1.2296>.
- Purnamawati, I. G. A., Landrawan, I. W., & Asnyani, N. K. S. (2018). Bali Women Existence In Local Economic Development: Model Implementation And Evaluation. *International Journal of Business, Economics and Law*, 16 (3), 6-11.
- Rabiah, A. S., Fahlevi, M., & Yohanes, R. (2019). Women Entrepreneurs in Indonesia . *Journal of Research in Business, Economics and Management*, 13(2), 2416-2425.
- Solesvik M., Lakovleva, T., & Trifilova, A. (2019). Motivation of Female Entrepreneurs: A Cross National Study. *Journal of Small Business and Enterprise Development*, 26(5), 684-705.
- Sumarwati, E. D., & Rachman, A. N. (2019). Peran Perempuan Dalam Pengembangan Ekonomi Daerah Pada UMKM (Studi Kasus Pada Pemilik UMKM Di Wilayah Solo Raya). *Jurnal Ilmu Manajemen dan Akuntansi Terapan (JIMAT)*, 10(1), 72-85.

- Susanti, E. A., Hanafi, I., & Adiono, R. (2017). Pengembangan Ekonomi Lokal Dalam Sektor Pertanian (Studi Pada Kecamatan Pagelaran Kabupaten Malang). *Jurnal Administrasi Publik (JAP)*, 1(4), 31–40.
- Syhada, A. A., & Gambetta, W. (2013). Online Marketplace For Indonesian Micro Small And Medium Enterprises Based On Social Media. *Procedia Technology*, 11, 446-454.
<https://doi.org/10.1016/j.protcy.2013.12.214>.

THIS PAGE IS INTENTIONALLY LEFT BLANK