
Empowerment of Women in the Making of Household Practices in Air Dingin Village Bukit Raya sub District Pekanbaru City

Jaspar Jas¹, Aswandi Bahar², Ria Rizkia Alvi³

¹Fakultas Keguruan dan Ilmu Pendidikan, Program Studi Pendidikan Luar Sekolah,
Universitas Riau
Email: jasjasfar@yahoo.com

Abstract: This study aims to find out the profile of women's empowerment and how positive the empowerment of women in making household workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City. This study uses a quantitative approach with descriptive analysis in the form of percentages. The method used in this research is survey method. The study was conducted in the UPPKS group of Air Dingin sub-district, Bukit Raya City Pekanbaru, as many as 30 people. Sampling in this study uses saturated sampling technique. The instrument used was a questionnaire / questionnaire. The results of the study showed that the profile of women's empowerment in the making of handicrafts in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City was considered good / positive. The results of data processing related to how positive the empowerment of women in making household workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City, the results were classified as good / positive with a percentage of 72.3%. This means that the empowerment of women in making household crafts in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City, has been able to provide enormous benefits and contributions for mothers in increasing family income and increasing women's independence.

Keyword: empowering women, household workshops

1. Introduction

Empowerment is an effort to build power itself, by encouraging, motivating and raising awareness of its potential and trying to develop it. Furthermore, these efforts are followed by strengthening the potential or power of the community itself. In the process of community empowerment will be directed at the development of human resources (in the countryside), the creation of business opportunities that are in accordance with the wishes of the community. The community determines the type of business, the condition of the area so that it can create institutions and service systems from, by and for the local community. Empowerment is basically an effort to improve the ability and independence of the community to be able to escape from the poverty trap and underdevelopment (AprilliaTheresia, 2014: 110).

Women are one component in society that can be involved in development. The potential of women in the life of society still has not received a reasonable portion. This needs to be addressed wisely and wisely by the government considering that women in terms of quantity rank first from the composition of the community. Women as citizens who have the same rights and obligations as men, but in the field of education and economics, many Indonesian women

who do not have the ability to obtain employment opportunities due to limitations or unable to process the potential that exists in them the need for women's empowerment.

Women's empowerment and skills training are included in one of the scope of Out of School Education. Efforts to empower women through increasing and fostering life skills at the present time increasingly require attention and handling that are truly effective and usable. One effort that can be said as the answer to the above problem is by establishing various training institutions and work skills as a form of non-formal education services. Kindervatter in Kamil (2009: 54) describes the role of non-formal education in the empowerment process to have a broad meaning, which includes increasing knowledge, attitudes, skills and other development towards the independence of life and also includes increasing and changing human resources so that they are able to build their communities and environment. Women / housewives can be nurtured and empowered so that they can play a dual role, namely as a family administrator, helping the family economy, and as a development agent (LilisKarwati, 2017: 46).

One tangible form of feminism and gender equality being an important issue to be raised is the emergence of many institutions that protect women so that they can move forward by empowering women, as is done by the Business of Increasing the Income of Prosperous Families (UPPKS) Joint Blessing for Implementation The Family Economic Empowerment Program has been developed by BKKBN through the Prosperous Family Income Improvement Program (UPPKS) which was formed in 1994. This program helps poor families in increasing family income. The lack of development of the institution of reproductive economic business carried out by women is often caused by the limited ability of the organization and management.

Humans need skills or skills in order to open their own business opportunities (entrepreneurship) and not depend on others, especially for women who are mostly dependent on men. Women need skills to be able to increase men's income. Therefore, a process of empowering women is needed so that women become people who are not fully dependent on men and able to increase family income. Improving community skills to encourage independence is an important part in reducing unemployment and poverty (Roza Linda, 2015).

Seeing this condition, the KB Village program emerged where one of the women's empowerment programs was the UPPKS program. This program appears based on the desire and awareness of the people themselves to advance in improving the quality of the family, especially the resilience of the family. The context of women's empowerment in this case is carried out in Air Dingin Village, Bukit Raya Sub-district precisely the KB village with UPPKS group activities (Efforts to Increase Income of Prosperous Families) Blessing Together UPPKS is a group of families who are interested in becoming a Prosperous Small Family through various joint economic activities productive. The aim is to invite active families to move in a productive economy, increase the resilience and independence of families, so as to realize the Small, Happy and Prosperous Families. The population in the Air Dingin Village is 40466 people with a total of 16319 men and 24247 women. The area of Air Dingin Village has 13 RWs.

The condition of the community in Air Dingin Village, Bukit Raya Subdistrict especially women have limitations in carrying out their activities, such limitations as low education, skills, lack of employment opportunities, and also ideological barriers of women related to households. Work that is limited to the profession of being a laborer, especially mothers whose wages are very minimal to meet their daily needs or choose not to work at all. In addition, women are also faced with certain obstacles known as the "triple burden of women", namely women must

perform reproductive functions, production and social functions simultaneously in society. This causes the opportunity for women to take advantage of existing economic opportunities to be very limited.

An alternative program for the current condition is BKKBN makes a program for the community, namely KB Village where one of the programs from KB Village is the UPPKS program in Air Dingin Village, Bukit Raya District. Based on the above thoughts, this research is entitled "Women's Empowerment in the Making of Household Workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City". The research aimed to find out the profile of women's empowerment in making household workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City, and how positive the empowerment of women in making household workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City.

Women's empowerment is a process of awareness and capacity building for greater participation to have power and supervision in decision making and transformation so that women can produce something useful (Karl, 1995). Empowering women as a continuous process to improve their abilities and independence. Increasing independence through improving living standards from aspects of knowledge, abilities and skills that are sufficiently forward-oriented (Chambers, 1985). According to the Directorate General of Economic Empowerment (2015) there are 8 steps to increase family income so that women's empowerment is:

1. Form a group, the following is a group forming process, namely: a. Cadre / PLKB collects family potential data in the village or environment, b. Hold meetings between fellow community members, c. Hold an agreement to organize UPPKS activities, d. Forming group organizers such as determining group activities, initiatives and recording for groups, e. Contact the village head to get permission (Group Formation SK) approval to hold UPPKS, f. Select the UPPKS group, g. Search for information about business activities that will be profitable and have a market
2. Recognizing Market Opportunities: a. Visiting stalls / shops, businessmen around the UPPKS group, b. See the product opportunities needed / sold, c. Explore more information about products that sell well, d. Calculating the potential needs of products that are sold, e. Recognize the potential of the region, f. Study the state of the market or prospective buyers
3. Determine the type of business, the business developed by UPPKS group members can take the form of individuals or groups. Individual Businesses can be JOINED as Group Businesses. Group businesses can form KOPERASI or become a local Village Unit Cooperative Service Unit. The following are steps for determining the type of business, namely: a. Consider the ease of obtaining raw materials from the local area, b. Pay attention to abilities among group members, c. Mastering the technology or equipment needed, d. Pay attention to local infrastructure (roads, markets, transport), e. Calculate the workforce needed, f. Seeing the needs and purchasing power of the community, g. Ensure that the production process is not long, h. Goods produced are commonly used needs, i. Anticipating the risk of failure and damage, j. Learn the possibility of developing a better future.
4. Raising Business Capital, the form of business capital is anything that can be used for the implementation of productive economic activities (produce). Which includes the form of business capital, namely a. Enthusiasm, determination, aspiration, b. Power, skills, services, c. money, d. goods, e. materials and f. equipment. While the source of business capital such as membership fees, savings / savings members, the remaining business results that have been running and loans with small risks (low interest) from: Banks, Private, BUMN

-
5. Carrying out the Production Process, is to conduct a series of activities to produce goods / services to be sold to buyers. The following is how to do the production process, namely: a. Providing raw materials, b. Choosing quality ingredients, c. Processing raw materials, d. Maintain quality with the correct processing process, e. Make the packaging properly and correctly, f. Maintain continuous production
 6. Conduct Marketing Activities: a. Set affordable and competitive prices, b. Provide packaging items according to market tastes, c. Promote and Send items, d. Ensure customer satisfaction
 7. Managing Group Administration / Finance: a. Have a Member Book, b. Has an Activity Book, c. Has an inventory book, d. Have a Sales Book, e. Have a Purchase Book, f. Has a Production Result Book, g. Have a Daily Cashbook, h. Have Proof of Cash
 8. Establish Partnerships: a. Pay attention to and develop marketing such as improving product quality and value added packaging, b. Developing and developing human resources in the form of education and training, c. Pay attention to and evaluate management such as providing consultants, d. Ensure the existence of capital such as seeking access to capital owners, e. Pay attention to and develop technologies such as making improvements, innovations, and technology transfer.

The stability and improvement of the family economy does not always have to be high income, but rather tends to a balance between spending not exceeding income, exploring economic resources both individually, family and in a community group so that a low dependency load or in demographic terms is called a dependency ratio. Family economic empowerment activities in the KKBPK program are strengthening the entrepreneurial spirit, capital, production and packaging, marketing, partnerships, and independence which are packaged in UPPKS groups (Enterprises to Increase Family Welfare Revenues) are part of the alleviation of family poverty (DwiListyawardani, 2017). This is the same as the family empowerment process conducted in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City, in the Together Blessing UPPKS group.

UPPKS program activities in Kelurahan Air Dingin have a lot of potential resources including agriculture, plantations, forestry, fisheries and others. However, the community is not yet optimal in utilizing these resources. Through non-formal education services, community skills and skills can be improved so that they can make the most of the potential of natural resources in the Air Dingin Village. The final goal to be achieved in the UPPKS program is that this program will have an impact on improving the skills of the business sector and having an entrepreneurial attitude and is expected to be able to create independence both in attitude and in the effort. The UPPKS program aims to make women have an increase in knowledge, skills and attitudes, so that they can apply their learning outcomes in business management which is characterized by entrepreneurship through the utilization of natural resources in the environment.

2. Methodology

This study uses a quantitative approach with descriptive analysis in the form of percentages. This research was conducted from August to October 2018. The method used in this study was survey methods. The study was conducted in the UPPKS group of Air Dingin sub-district, Bukit Raya City Pekanbaru, as many as 30 people. Sampling in this study using saturated sampling technique is the technique of determining the sample if all members of the population are used

as samples (Sugiyono, 2013: 124). This was done because the population was taken from 30 members of UPPKS, so the entire population was used as a research sample.

Data collection was carried out using observation and questionnaire methods. Data sources used in this study are primary data and secondary data. Primary data is data obtained through filling out questionnaires by respondents, namely UPPKS members of Air Dingin Village, Bukit Raya District. Whereas secondary data was obtained through reviewing documents related to UPPKS of Air Dingin Village, Bukit Raya District. Starting from the profile of KB villages and UPPKS, profile of activities and reports on the implementation of UPPKS activities in Air Dingin Village.

The research instrument used was a questionnaire / questionnaire. Questionnaires filled by UPPKS members were used to find out how positive the empowerment of women in making household workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City. To find out the empowerment of women in making household crafts, the form of questionnaires uses a Likert Scale model. Data analysis techniques in this study are by verifying data, classifying items based on indicators, making preparation tables for raw scores, tabulating by making a list of frequency distributions based on indicators and using percentages. Data were analyzed descriptively by percentage and based on mean value. Research on Women's Empowerment in the Making of Household Crafts in Air Dingin Village, Bukit Raya District, Pekanbaru City can be analyzed by knowing through percentage calculations.

Then a descriptive analysis was carried out to see each item and indicator that aims to see which items and indicators really describe good / positive or bad / negative, this refers to the opinion of SuharsimiArikunto (2010: 319). The percentage criteria are as follows:

1. Percentage between 81% - 100% = "Very Good / Very Positive"
2. Percentage between 61% - 80% = "Good / Positive"
3. Percentage between 41% - 60% = "Medium / Neutral"
4. Percentage between 21% - 40% = "Bad / Negative"
5. Percentage between 0% - 20% = "Very Bad / Very negative"

3. Result and Discussion

3.1. Result

General Description of KB Village "Blessing Together" Air Dingin Village, Bukit Raya District, Pekanbaru City

Based on the results of updating the Family data in 2017, the total population of RW. 11 there were 3,920 people consisting of 2,130 male souls and 1,790 female souls. On the other hand, the number of heads of households is 784 families which, if broken down according to their level of welfare, are: Prosperous Prosperity 0 HH, Sumatran Family 200 HH, Family Prosperity II 310 HH, and Family Welfare III and III Plus: 274 HH. Furthermore, in the field of family planning, we can say that the number of active family planning participants is in RW. 11 to December 2017 was 279 (46.35%) of the total PUS of 602, with the quality of contraceptive use still dominated by the use of simple contraception, long-term contraceptive use was only 16.13% of the total active contraceptive participants 279.

Vision and mission

1. Vision

The vision of the KB BerkahBersama village is the realization of quality families in preparing harmonious family life, Love the family, Planned Love and Love Indonesia. The meaning contained in this Vision is

- a. Family, in the sense of the smallest unit in society
- b. Quality, in the sense that in preparing a full and planned family life which includes aspects:
 - Religious
 - Education
 - Health
 - Economy
 - Socio-culture and Psychology

2. Mission

To realize the vision that has been set, a mission is formulated as follows:

- a. Form the management of KB Village which is confirmed by a decision
- b. Preparing coaching targets which consist of: Families who have children under five, adolescents, and the elderly as well as PIK Adolescents and other Activity Groups
- c. Preparing the Guidance and Counseling Method and Material to the target
- d. Carry out coaching in accordance with the methods and materials that have been prepared, including: Carry out counseling, information and motivation, Conduct Meetings, Conducting Life Skills, Implement education, courses for target families etc.
- e. Organizing administrative and documentation activities
- f. Carry out facility activities for program activities in KB Village
- g. Conduct monitoring and evaluation of various programs that have been carried out in KB Village through activities: Working Group meetings every month, Lokmin meetings every month, Forum meetings every month, Poktan meeting every month.

Overview of UPPKS Profile "Blessing Together" Air Dingin Village, Bukit Raya District, Pekanbaru City

The UPPKS group is a group of families who are interested in becoming a Prosperous Small Family through various joint business activities in the productive economy. The UPPKS BerkahBersama group was formed on 24 February 2017 at the posyandu cadre meeting with an agreement to form a joint business group. After two weeks of walking activities, the Together Blessing UPPKS group made the Decree of Bukit Raya Sub-District of Pekanbaru City Number: 26 / KPTS / BR / VIII / 2017 on February 24, 2017. The role of UKM including UPPKS group is very important for the economy in Indonesia because it can create own labor. (Source: UPPKS Documentation Together). The goal of the UPPKS program is Fertile Age Couples (EFA), Participants in Family Planning (KB), Teenagers, Aging is primarily a Pre-prosperous Family (KPS)

The purpose of UPPKS is inviting active families to move in a productive economy, improve family resilience and independence, creating a Happy and Prosperous Small Family. The benefits of UPPKS are increase income, adding business experience / skilled personnel, inviting women to alleviate the family economy, strengthen participation in family planning, fill in free time, improve family relationships, support the formation of small, happy and prosperous families. To become an UPPK member, there are conditions in the Formation of UPPKS Groups, namely: Has a board, Hold regular meetings, Conduct productive economic business,

Perform administrative records, Members prioritize couples of childbearing age, family planning participants and pre-prosperous families, Grouping, Conduct joint responsibility, Conduct business learning process (skilled personnel).

Implementation of activities / programs in Posdaya

1. Education consists of PAUD, Citizen library, Kompudaya (computer for empowerment), Ta'lim study / majlis, Pursuit of the package
2. Environment consists of Compost, Making crafts from recycled materials, Clean river
3. Economy consists of Various chips, Islamic MFIs, Beverages / juice, Souvenirs, bandrek, instant ginger, Dry jerky, Crystal Guava
4. Health consists of Posyandu, Posbindu elderly, Seminar on adolescent reproductive health, Childhood Family Development (BKB), Youth Family Development (BKR), Coaching / KB Post, Cheap drugs, check blood sugar & gout.

Processing of Research Results Data

Based on the results of the research carried out the dissemination of the statement to the research sample in this case were UPPKS members in the Air Dingin Village, Bukit Raya District, Pekanbaru City, totaling 30 people. Furthermore, to find out which categories and statements are used as indicators for the Empowerment of Women in the Making of Household Workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City, for more details can be seen in Table 2 below:

Table 2 Percentages and Meanings and Stardar Deviations (SD) Women's Empowerment in Making Household Workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City

Indikator	Sub indikator	N	Item	S/SB		BK/B		Ss/KB		TPTB		N		Mean	SD
				F	%	F	%	F	%	F	%	F	%		
Meningkatkan pendapatan keluarga	Membentuk kelompok	30	1	14	46,7	9	30	4	13	3	10	30	100	3,3	2,1
			2	16	53,3	6	20	3	10	5	16,7	30	100	3,03	1,15
			3	11	36,7	12	40	2	6,7	5	16,7	30	100	2,96	1,06
			4	7	23,3	12	40	8	27	3	10	30	100	3,26	0,69
			5	14	46,7	13	43,3	1	3,3	2	6,67	30	100	3,2	0,92
			6	8	26,7	18	60	4	13	0	0	30	100	3,13	0,62
			7	9	30	19	63,3	1	3,3	1	3,33	30	100	3,13	0,62
	Jumlah			79	263	89	297	23	77	19	63,3	210	700	22,01	7,16
	Rata-rata			11	37,6	13	42,4	3	11	2,7	9,05	30	100	3,14	1,02
	mengenali peluang pasar	30	8	10	33,3	11	36,7	3	10	6	20	30	100	3,13	0,62
			9	11	36,7	13	43,3	2	6,7	4	13,3	30	100	3,03	1,15
			10	8	26,7	15	50	2	6,7	5	16,7	30	100	3,23	0,77
			11	13	43,3	12	40	1	3,3	4	13,3	30	100	3,13	0,62
			12	12	40	10	33,3	4	13	4	13,3	30	100	3	1,05
	Jumlah			54	180	61	203	12	40	23	76,7	150	500	15,52	4,21
	Rata-rata			11	36	12	40,7	2	8	4,6	15,3	30	100	3,10	0,84
	Menentukan jenis usaha	30	13	13	43,3	11	36,7	6	20	0	0	30	100	3,23	0,77
			14	6	20	14	46,7	10	33	0	0	30	100	2,86	0,73
			15	7	23,3	13	43,3	10	33	0	0	30	100	2,93	0,82
			16	9	30	10	33,3	11	37	0	0	30	100	2,93	0,82
17			10	33,3	11	36,7	9	30	0	0	30	100	3,03	0,8	
18			12	40	9	30	9	30	0	0	30	100	3,1	0,84	
Jumlah			57	190	68	227	55	183	0	0	180	600	18,08	4,78	
Rata-rata			9,5	31,7	11	37,8	9	31	0	0	30	100	3,013	0,8	
Menggalang Modal Usaha	30	19	11	36,7	12	40	7	23	0	0	30	100	3,23	0,77	
		20	13	43,3	9	30	8	27	0	0	30	100	3,26	0,69	
		21	10	33,3	11	36,7	9	30	0	0	30	100	3,13	0,68	
		Jumlah			34	113	32	107	24	80	0	0	90	300	9,62
Rata-rata			11	37,8	11	35,6	8	27	0	0	30	100	3,207	0,71	
Menyelenggarakan Proses Produksi	30	22	12	40	14	46,7	4	13	0	0	30	100	3,26	0,69	
		23	9	30	13	43,3	8	27	0	0	30	100	3,03	0,76	
		24	11	36,7	11	36,7	8	27	0	0	30	100	3,1	0,8	
		25	10	33,3	11	36,7	9	30	0	0	30	100	3,03	0,8	
		26	11	36,7	13	43,3	6	20	0	0	30	100	3,16	0,74	
		Jumlah			53	177	62	207	35	117	0	0	150	500	15,58
Rata-rata			11	35,3	12	41,3	7	23	0	0	30	100	3,116	0,76	
Melakukan Aktivitas Pemasaran	30	27	9	30	9	30	7	23	5	16,7	30	100	2,73	1,08	
		28	11	36,7	7	23,3	7	23	5	16,7	30	100	2,8	1,12	
		29	7	23,3	14	46,7	2	6,7	7	23,3	30	100	3,23	0,77	
		30	9	30	12	40	9	30	0	0	30	100	3,3	0,78	
		31	12	40	9	30	4	13	5	16,7	30	100	3,16	0,74	
		Jumlah			48	160	51	170	29	97	22	73,3	150	500	15,22
Rata-rata			9,6	32	10	34	6	19	4,4	14,7	30	100	3,044	0,9	
Mengelola administrasi Keuangan Kelompok	30	32	8	26,7	19	63,3	2	6,67	1	3,33	30	100	3,13	0,68	
		33	1	3,33	8	26,7	21	70	0	0	30	100	3,25	0,79	
		34	1	3,33	5	16,7	24	80	0	0	30	100	3,01	1,9	
		35	13	43,3	8	26,7	8	27	1	3,33	30	100	3,1	0,92	
		36	11	36,7	15	50	3	10	1	3,33	30	100	3,2	0,76	
		Jumlah			34	113	55	183	58	193	3	10	150	500	15,69
Rata-rata			6,8	22,7	11	36,7	12	39	0,6	2	30	100	3,14	1,01	
Menjalin Kemitraan untuk Membina & Mendampingi Kelompok	30	37	13	43,3	10	33,3	4	13	3	10	30	100	3,1	0,99	
		38	8	26,7	15	50	5	17	2	6,67	30	100	3,26	0,69	
		Jumlah			39	12	40	11	36,7	7	23	0	0	30	100
Rata-rata			33	110	36	120	16	53	5	16,7	90	300	9,52	2,47	
Jumlah			11	36,7	12	40	5	18	1,7	5,56	30	100	3,17	0,82	

In Table 2 above, it can be seen that the acquisition of the percentage of sub-indicators forms a group consisting of 7 items that obtain the highest alternative answers, there are 42.4% in the answer number, Good / Very Good (S / SB) of 37.6%, Occasional / Less (Ss / KB) of 11% and the lowest alternative was Never / Not Good (TP / TB) of 9.05%. Furthermore, sub-indicators recognize market opportunities consisting of 5 items that obtain the highest answer alternative, there are 40.7%, Always / Very Good (S / SB) answer choices, 36%, Never / Not Good (TP / TB) of 15.3% and the lowest alternative is Occasional / Less (Ss / KB) of 8%. Then the sub-indicator determines the type of business consisting of 6 items that obtain the highest answer alternative, there are 37.8%, Always / Very Good (S / SB) answer choices, 31.7%, occasionally / Poor (Ss / KB) of 8%, and the lowest alternative is Never / Not Good (TP / TB) of 0%.

The sub indicator of raising business capital consists of 3 items that obtain the highest answer alternative, there are 37.8% of the Always / Very Good (S / SB) answer choices, 35.6% of the times / Good (BK / B), Occasional / Poor (Ss / KB) of 27%, and the lowest alternative is Never / Bad (TP / TB) of 0%. Sub-indicators carry out the production process consisting of 5 items that obtain the highest answer alternative, there are 41.3%, Always / Very Good (S / SB) answer choices, 35.3%, occasionally / Poor (Ss / KB) of 23% and the lowest alternative is Never / Bad (TP / TB) of 0%. Sub indicators of marketing activities consist of 5 items that obtain the highest answer alternative, there are 34 answers, Always / Very Good (S / SB) 32%, Occasional / Less Good (Ss / KB) 19% and the lowest alternative is Never / Bad (TP / TB) of 14.7%. Sub-indicators managing group financial administration consist of 5 items that obtain the highest answer alternative, there are 39% in the occasional / poor (Ss/ KB) answer choices, 36.7% of the times / good (BK / B), always / very Both (S / SB) are 22.7%, and the lowest alternative is Never / Not Good (TP / TB) of 2%. Sub indicators establish partnerships to foster & assist groups consisting of 3 items that obtain the highest alternative answers, there are 40 answers, Always / Very Good (S / SB) of 36.7%, Always / Very Good (BK / B) Occasional / Poor (Ss / KB) of 18% and the lowest alternative is Never / Bad (TP / TB) of 5.56%.

To find out more clearly the entire indicator on women's empowerment in making household workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City, can be seen in Table 3 below.

Table 3 Recapitulation of Percentage of Women's Empowerment in Making Household Workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City

Indikator	Sub indikator	N	Item	Alternatif Jawaban				Jumlah	
				S/ SB	BK/B	Ss/K B	TP/ TB	F	%
				%	%	%	%		
Meningkatkan pendapatan keluarga	Membentuk kelompok	30	7	37,6	42,4	11	9,05	39	100
	Mengenal peluang pasar	30	5	36	40,7	8	15,3	39	100
	Menentukan jenis usaha	30	6	31,7	37,8	31	0	39	100
	Menggalang Modal Usaha	30	3	37,8	35,6	27	0	39	100
	Menyelenggarakan Proses Produksi	30	5	35,3	41,3	23	0	39	100
	Melakukan Aktivitas Pemasaran	30	5	32	34	19	14,7	39	100

Mengelola administrasi Keuangan Kelompok	30	5	22,7	36,7	39	2	39	100
Menjalinkan Kemitraan untuk Membina & Mendampingi Kelompok	30	3	36,7	40	18	5,56	39	100
Jumlah	240	39	270	309	176	46,6	312	800
Rata-rata	30		33,7	38,6	22	5,83	39	100

Based on Table 3 above, the respondents who choose the highest alternative are Several Times / Good (BK / B) of 38.6%, followed by the alternative answers Always / Very Good (S / SB) of 33.7%, followed by alternatives Answer Occasionally / Poorly (Ss / KB) of 8% and%, then the alternative answer that was the lowest chosen by the respondents was Never / Bad (TP / TB) of 5.83%. The overall indicators of the variables of women's empowerment in making household workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City are in the good / positive category, namely 72.3% of the scores included in the good / positive category ranging from 61% - 80%.

To better understand the value of this study in accordance with the purpose of the study is to find out how positive the empowerment of women in making household workshops in Air Dingin Village, Bukit Raya City, Pekanbaru, the percentage interpretation based on the explanation above is determined the level of good / positive and bad / negative women's empowerment in making household workshops by grouping alternative answers Always / Very Good (S / SB) and Several Times / Good (BK / B) in good / positive, Occasional / Less Good (Ss / KB) categories in the medium / neutral category and No Never / Poor (TP / TB) in the bad / negative category as can be seen in Table 4 below:

Table 4. Interpretation of Percentage of Women's Empowerment in Making Household Workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City

Indikator	Sub indikator	Perolehan	Interpretasi
Meningkatkan pendapatan keluarga	Membentuk kelompok	80	Baik/ Positif
		11 9,05	Sedang/Netrl Buruk/ Netif
	Mengenal peluang pasar	76,7 8	Baik/ Positif Sedang/Netr
		15,3	Buruk/ Netif
	Menentukan jenis usaha	69,5 31	Baik/ Positif Sedang/Netr
		0	Buruk/ Netif
Menggalang Modal Usaha	73,4 27	Baik/ Positif Sedang/Netr	
	0	Buruk/ Natif	
Menyelenggarakan Produksi	Proses	76,6	Baik/ Positif
		23	Sedang/Netr
		0	Buruk/ Natif

Melakukan Aktivitas Pemasaran	66	Baik/ Positif
	19	Sedang/Netr
	14,7	Buruk/ Natif
Mengelola administrasi Keuangan Kelompok	59,4	Baik/ Positif
	39	Sedang/Netr
	2	Buruk/ Natif
Menjalin Kemitraan untuk Membina & Mendampingi Kelompok	76,7	
	18	
	5,56	
Rata-rata	64,26	
	19,56	
	5,83	

From Table 4 it can be seen that the empowerment of women in making household crafts in the Air Dingin Village, Bukit Raya City, Pekanbaru City was the highest at 64.26%, while at 19.56% and the lowest was 5.83%. In Table 2 can be seen the mean and standard deviation (SD) of each item then recapitulated in Table 4.4 below. This is needed to find out which indicator is the most dominant determines the good / positive or bad / negative of women's empowerment in making household workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City.

Table 5. Recapitulation of Interpretation of Mean and Standard of Deviations (SD) Women's Empowerment in Making Household Workshops in Air Dingin Village, Bukit Raya District, Pekanbaru City

Indikator	Sub indikator	N	Mean	SD	Interpretasi
Meningkatkan pendapatan keluarga	Membentuk kelompok	30	3,14	1	Baik/ Positif
	Mengenal peluang pasar	30	3,1	0,84	Baik/ Positif
	Menentukan jenis usaha	30	3,01	0,8	Baik/ Positif
	Menggalang Modal Usaha	30	3,21	0,7	Baik/ Positif
	Menyelenggarakan Proses Produksi	30	3,12	0,8	Baik/ Positif
	Melakukan Aktivitas Pemasaran	30	3,04	0,9	Baik/ Positif
	Mengelola administrasi Keuangan Kelompok	30	3,14	1	Baik/ Positif
	Menjalin Kemitraan untuk Membina & Mendampingi Kelompok	30	3,17	0,82	Baik/ Positif
Jumlah			24,93	6,86	Baik/ Positif
Rata-rata		30	3,12	0,86	Baik/ Positif

In Table 5 it can be seen that women's empowerment in making household craft in Air Dingin Village, Bukit Raya District, Pekanbaru City is in the good / positive category based on the interpretation referred to in the interpretation table adapted from Daeng Ayub (2014) with mean 3.12 and SD 0.86, where the mean value is and the interpretation is being found in the indicator of increasing family income.

3.2 Discussion

According to the Directorate General of Economic Empowerment (2015) there are 8 steps to increase family income so that women's empowerment is:

1. Form a group. Empowering women in making household crafts in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City in increasing family income seen from forming groups, obtained a percentage of 80%, mean 3.14, and SD 1 which were classified as good / positive. The results of this study indicate that UPPS members were able to hold meetings between fellow members of the community, hold agreements to organize UPPKS activities, form group organizers such as determining group activities, initiative and group registration, contacting the village head to get permission (Group Formation SK) approval to hold UPPKS, selecting the UPPKS group, seeking information about business activities that will be profitable and have a market that is supported by the opinion of the Directorate General of Family Economic Empowerment that the steps taken in UPPKS activities have proceeded according to the target.
2. Recognizing Market Opportunities. Empowerment of women in making household crafts in Air Dingin Village, Bukit Raya District, Pekanbaru City in increasing family income seen from recognizing market opportunities, obtained a percentage of 76.7%, mean 3.1, SD 0.84 which was classified as good / positive. The results of this study indicate that UPPKS members have skills in recognizing market opportunities in accordance with the opinion of YoyonSuryono and Sumarno, 2011: 7 that in the training curriculum must have entrepreneurial literacy competencies one of which is able to identify the types of businesses that have opportunities to be developed based on environmental conditions and market. UPPKS members have also taken steps to identify market opportunities such as visiting stalls / shops, entrepreneurs around the UPPKS group, seeing product opportunities needed / selling, digging up more information about products sold and calculating potential product needs. Selling behavior, recognizing the potential of the region, studying the state of the market or prospective buyers.
3. Determine the type of business. Empowerment of women in making household craft in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City in increasing family income seen from determining the type of business, obtained a percentage of 69.5%, mean 3.01, SD 0.8 which was classified as good / positive. This means that UPPKS members have the skills in determining which type of business as stated by Surnaya, et al, 2011: 47 that the success or failure of an entrepreneur in managing his business does not depend on the amount of capital and facilities or connections / network owned. What's more important is that the business is managed by people who are entrepreneurial and how an entrepreneur understands what, why and how the business or business is run. Businesses developed by UPPKS group members can take the form of individuals or groups. Individual Businesses can be JOINED as Group Businesses. Group businesses can form KOPERASI or become a local Village Unit Cooperative Service Unit. UPPKS members have also taken steps in determining the type of business, namely: Consider the ease of obtaining raw materials from the local area, Pay attention to abilities among group members, Mastering the technology or equipment needed, Pay attention to local infrastructure (roads, markets, transport), Calculate the workforce needed, Seeing the needs and purchasing power of the community, Ensure that the production process is not long, Goods produced are commonly used needs, Anticipating the risk of failure and damage, Learn the possibility of developing a better future.
4. Raising Business Capital. Women's empowerment in the making of household craft in Air Dingin Village, Bukit Raya District, Pekanbaru City in increasing family income

seen from raising business capital, obtained a percentage value of 73.4%, mean 3.21, SD 0.7 which was classified as good / positive. This means that UPPKS members must have accounting skills, this is in agreement with Henry et al, (Elmuti et al, 2012: 84) explains that the skills required by an entrepreneur are three different categories: technical skills, including written and oral communication, technical management, and organizing skills. Business management skills and managerial skills such as planning, marketing and accounting decision making. The form of business capital is everything that can be used for the implementation of productive economic activities (produce). Which includes the form of business capital, namely 1. Enthusiasm, determination, aspiration, 2. Power, skills, services, 3. money, 4. goods, 5. materials and 6. equipment. While the source of business capital such as membership fees, savings / savings members, the remaining business results that have been running and loans with small risks (low interest) from: Banks, Private, BUMN.

5. Carrying out the Production Process, is to conduct a series of activities to produce goods / services to be sold to buyers. Empowerment of women in making household crafts in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City in increasing family income seen from carrying out the production process, obtained a percentage of 76.6%, mean 3.12, SD 0.8 which was classified as good / positive. This means that UPPKS members have the skills in carrying out the production process in accordance with the opinion of YoyonSuryono and Sumarno, 2011: 7 that in the training curriculum must have the competence of entrepreneurial script one of which is mastering production skills according to the business that has been developed. UPPKS members have also taken steps in the production process, namely providing raw materials, selecting quality materials, processing raw materials, maintaining quality with the right processing, making packaging properly and correctly, maintaining continuous production so that it can benefit the business that will and has been executed.
6. Conduct Marketing Activities. The empowerment of women in making household craft in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City in increasing family income seen from marketing activities, obtained a percentage of 66%, mean 3.04, SD 0.9 which was classified as good / positive. This means that UPPKS members have skills in marketing activities as well as the opinions of YoyonSuryono and Sumarno, 2011: 7 that in the training curriculum must have the competence of entrepreneurial script one of which is mastering the marketing of business products. UPPKS members have also taken steps in marketing activities, namely setting affordable and competitive prices, providing packaged goods according to market tastes, conducting promotions, sending goods, and ensuring customer satisfaction so that the products to be marketed will be in line with market share.
7. Managing Group Administration / Finance. Women's empowerment in making household workshops in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City in increasing family income seen from managing group financial administration, obtained a percentage of 59.4%, mean 3.14, SD 1 which was classified as good / positive. This means that UPPKS members have managerial skills in accordance with the same opinion described by Ibrahim and Goodwin (Zainalabidin, 2011: 492) that managerial skills include variables such as having a market strategy, having an effective financial planning system, experience, education and a simple organizational structure that contributes to small business success. This can be seen from the documentation in UPPKS BerkahBersama such as having a member book, activity book, inventory book, sales book, purchase book, having a production book, having a daily cash book, having cash evidence so that the group's financial administration is well organized.

8. Establish Partnerships. Women's empowerment in making household workshops in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City in increasing family income, seen from establishing partnerships to foster & assist groups, obtained a percentage of 76.7%, mean 3.17, SD 0.82 which was good /positive. This shows that UPPKS members are able to establish partnerships and cooperation in accordance with Peter Drucker's opinion (1985: 24) saying that entrepreneurship has more discipline and every discipline can be learned. The main point is that innovation is not an activity that is limited to certain classes. So there is an entrepreneur who has an external talent and there is also entrepreneurship that is formed or printed depending on the level of one's discipline in honing and developing existing talents or formed and learned through early training education which eventually becomes a successful business person. It can be seen that UPPKS members have been able to establish partnerships and cooperation to foster and assist groups such as pay attention to and develop marketing such as improving product quality and value added packaging, developing and developing human resources in the form of education and training, pay attention to and evaluate management such as providing consultants, Ensure the existence of capital such as seeking access to capital owners, pay attention to and develop technologies such as making improvements, innovations, and technology transfer.

4. Conclusion

Based on the results and discussion of the study, it was concluded that the empowerment of women in making household workshops in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City was classified as good / positive with a percentage of 72.3%. This means that the empowerment of women in making household crafts in Air Dingin Village, Bukit Raya Sub-District, Pekanbaru City has been able to provide benefits and enormous contributions to mothers in increasing family income and increasing women's independence.

References

- Akpama, S. I. et, al, (2011) Non-formal Education Programmes and Poverty Reduction among Young Adults in Southern Senatorial District, Cross River State, Nigeria *Journal of Educational and Developmental Psychology*, 1, 1.
- Aprillia, T. et, al, (2014). *Pembangunan Berbasis Masyarakat*. Bandung: Alfabeta.
- Direktorat Pemberdayaan Ekonomi Keluarga Badan Kependudukan dan Keluarga Berencana Nasional. 2015. *8 Langkah Tingkatkan Penghasilan Keluarga; Menuju Ekonomi Kuat dan Mandiri*, Jakarta.
- Drucker, P. F. (1985). *Innovation and Entrepreneurship Practice and Principles*. New York: Harper & Row.
- Elmuti, D., et. al. (2012). Does Entrepreneurship Education Have a Role in Developing Entrepreneurial Skills and Ventures' Effectiveness. *Journal of Entrepreneurship Education*, 15.
- Esang, O. (2011). Nonformal Education Programmes and Poverty Reduction Among Young Adults In Southern Senatorial District, Cross River State, Nigeria. *Journal of Education and Development Psychology*, 1.1.
- Hastuti & Dyah Respati. (2009). Model Pemberdayaan Perempuan Miskin Berbasis Pemanfaatan Sumberdaya Perdesaan Upaya Pen

- gentasanKemiskinan di Perdesaan (Studi di LerengMerapi Daerah Istimewa Yogyakarta).JurnalPenelitianFakultasIlmuSosialEkonomi, UniversitasNegeri Yogyakarta.
- Lambing, P. A. &Kuehl, C.A, (2003).*Entrepreneuership (3rd ed.)*. Missouri: *Bibliographical References and Index*.
- Mustafa K. (2009). *PendidikanNonformalPengembanganMelaluiPusatKegiatanBelajarMengajar (PKBM) di Indonesia (SebuahPembelajaran Dari KominkanJepang)*. Bandung: Alfabeta.
- , (2010).*Model PendidikandanPelatihan (KonsepdanAplikasi)*. Bandung: Alfabeta.
- Mustangin, DesyKusniawati, NufaPraminaIslami, BarunaSetyaningrum, danEniPrasetyawati.2017. PEMBERDAYAANMasyarakatberbasisPotensiLokalmelalui Program DesaWisata di DesaBumiaji.Sosioglobal :JurnalPemikiranandanPenelitianSosiologi 2(1):59-72.
- Nugroho, Riant. 2011. Gender danStrategiPengarusutamaannya di Indonesia. Yogyakarta: PustakaPelajar.
- Profile Kelurahan Air Dingin, Kecamatan Bukit Raya 2017.
- RosseriayuMurenatiPutri, SjamsiarSjamsuddin, Farida Nuran. (2012). PelaksanaanPemberdayaanPerempuanDalamMewujudkanKeadilandanKesetaraanJender di BidangEkonomiPadaMasyarakatJombang.JurnalAdministrasiPublik (JAP), Vol 1, No.1
- Roza Linda. 2015. PEMBERDAYAANPerempuandalamMeningkatkanKemandirian Usaha melaluiPelatihanKetrampilanMenyulamPada Usaha PeningkatanPendapatanKeluarga Sejahtera (Uppks) SumberRezekiKelurahanTangkerangLabuai.FakultasEkonomidanIlmuSosial.JurnalMarwah. Vol. XIV No. 2 Desember.
- Sugiyono. 2010. MetodePenelitian Bandung (PendekatanKuantitatif, Kualitatif, dan R&D. Bandung :Alfabeta.
- Sunarya, Abas, dkk. (2011). *Kewirausahaan*. Yogyakarta: Andi
- Suryadi, A. 2014.Pendidikan Indonesia Menuju 2025: Outlook: Permasalahan, Tantangan&AlternatifKebijakan. Bandung: PT RemajaRosdakarya
- WildanSaugi. (2015). *PemberdayaanPerempuanMelaluiPelatihanPengolahanBahanPanganLokal*.JurnalPendidikandanPemberdayaanMasyarakat.Vol 2,2, 226 – 238.
- Yoyon, S. &Sumarno.(2013). *PembelajaranKewirausahaanMasyarakat*. Yogyakarta: Aditya Media.