

Conference Paper

## Exploring Self-Potential and Business Potential as an Effort to Create Womenpreneurship

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### ABSTRACT

Sidoarjo Regency held a funding program for women's business groups targeted at housewives domiciled in Sidoarjo Regency, the funding was packaged in the form of the Independent Women's Business Card Program - KURMA - and will be given in the form of an Award to Independent Women Business Groups based on RT in Sidoarjo Regency through Administrative and technical assessments are carried out in stages from the village level to the district level, so it is necessary to assess the business potential and business interests of housewives in the surrounding environment. This community service activity was carried out by distributing questionnaires to mothers of Family Welfare Development (PKK) in Bligo village, RT 21, RW 08, Candi District, Sidoarjo Regency. The questionnaire was distributed with the aim that local PKK women were able to explore their potential because the main problem experienced was that there was a funding program organized by the local government, but these women still did not know the business potential and business interests they had. to obtain funding for the Mandiri Women's Business Card. Based on the service activities that we carried out, the results of the service showed that the most business potential in the local environment was in the culinary field, while the business interests of PKK women in the local area were businesses engaged in trading. Therefore, selling food is a business breakthrough that is considered the most appropriate according to the potential and interests of the existing business.

*Keywords: Business funding, business interest, business potential, Womenpreneurship*

### Introduction

Indonesia has various natural resources and potentials that can be developed. Indonesia has a fairly good economic growth potential before the COVID-19 pandemic (Pramono, 2021). The pandemic is certainly not an obstacle, now the existing potential has also been supported by the rapid development of technology. The existence of technological developments makes it possible to work from anywhere and anytime. Women, especially those who work as housewives, must of course explore their potential and take advantage of technological developments to continue to be able to work.

Empowerment of women turns out to play an important role in family survival, both about the moral development of children, as well as meeting the economic needs of the family as one of the main pillars of the continuity of family life. In this regard, it shows that many women have been actively involved in helping the fulfillment of the family economy. One of them is the emergence of women entrepreneurs in rural areas. Seen from a gender perspective, this implies that there are equal positions and opportunities between men and women in accessing entrepreneurship in rural areas (Tjiptaningsih, 2017). Besides that, Afrianty (2020) also stated

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that there were no differences in the characteristics specifically required by men and women to become successful entrepreneurs. Business success depends on commitment and seriousness in running the business.

Empowerment of women which aims to create women entrepreneurs is carried out to fulfill basic needs to have freedom, in the sense of not only being free to express opinions but also being free from hunger, free from ignorance, free from pain, and at the same time reaching productive sources that allow them to increase their income and get the things they need (Purnamasari et al., 2020). Recognizing the importance of women's potential, community service was carried out in Sidoarjo Regency, Candi District, Bligo Village which we will focus on starting through the RT scope to encourage the participation of women in the workforce. Through community service activities, namely exploring the potential and business interests of women in the local environment because it is related to efforts to assess the contribution or role of women, the Sidoarjo Regency government plans to organize 2,400 women's groups in 2022 to receive awards in the form of cash transferred to group accounts, where the amount will be determined from the results of the assessment spread throughout Sidoarjo Regency (Agustina & Rosidah, 2011).

Sidoarjo Regency held a funding program for women's business groups targeted at housewives domiciled in Sidoarjo Regency, the funding was packaged in the form of the Independent Women's Business Card Program - KURMA - and will be given in the form of an Award to Independent Women Business Groups based on RT in Sidoarjo Regency through administrative and technical assessments are carried out in stages from the village level to the district level. Women's businesses, if their potential is optimized, can have an important role in improving the economy of women, which generally always starts at the level of the movers for Family Welfare Development (PKK) (Hidajat et al., 2021). It is important to conduct an assessment of the potential of housewives in the surrounding environment which is carried out and socialized to PKK mothers in Bligo village, RT 21, RW 08, Candi District, Sidoarjo Regency.

Community service activities are a series of interrelated activities. There is an early stage of service activities, of course, it is needed to find out the potential that exists in the environment around the village of Bligo, Candi District, Sidoarjo Regency. After knowing the business potential, other information needed is to know the business interests of these women. If the business interests and potentials are known, then counseling and mentoring activities can be carried out in a targeted manner to prepare business plans based on business interests and potentials. Therefore, to be able to find out the potential and interest of the business, community service activities are carried out to explore potential and business interests as an effort to create women-premiership.

## Material and Methods

This community service activity was carried out by distributing questionnaires to PKK women in Bligo village, RT 21, RW 08, Candi District, Sidoarjo Regency. The questionnaire was distributed with the aim that local PKK women were able to explore their potential because the main problem experienced was that there was a funding program organized by the local government, but our partners still did not know the potential of the business owned and the potential of the local business. to be explored, planned and executed to obtain funding for the Mandiri Women Business Card.

Efforts to explore potential were carried out by asking 27 local PKK women to answer questions related to personal data, education, whether they had ever been in entrepreneurship, and several other more detailed questions described in the following questions:

1. Do you want to be entrepreneurial?
2. Business interest in the field?
3. How many hours of free time do you have each day?
4. What businesses are in the neighborhood?
5. Are the businesses in the surrounding area in line with the business interests you have?

## Results and Discussion

Community service activities are carried out during the monthly routine PKK activities in Jakarta in Bligo village, RT 21, RW 08, Candi District, Sidoarjo Regency on Sunday, June 26, 2022. The number of PKK women is 30 people. However, when this service activity was carried out the number of PKK women who attended was only 27 people. Through this initial community service activity, 27 PKK women who attended were filled in questionnaires.



Figures 1. Questionnaire filling documentation

Based on the results of filling out the questionnaire, it shows that PKK women who live in Bligo village, RT 21, RW 08, Candi District, Sidoarjo Regency are in the age range of 30 – 73 years with the average age of the mothers in the range of 43 years. The majority of PKK women in the local area are housewives, so this service has targeted the right party. Nearly 95% of these mothers also stated that they wanted to be entrepreneurs with around 2-8 hours of free time per day. The business potential in the local environment when described in Figure 2 is as follows.

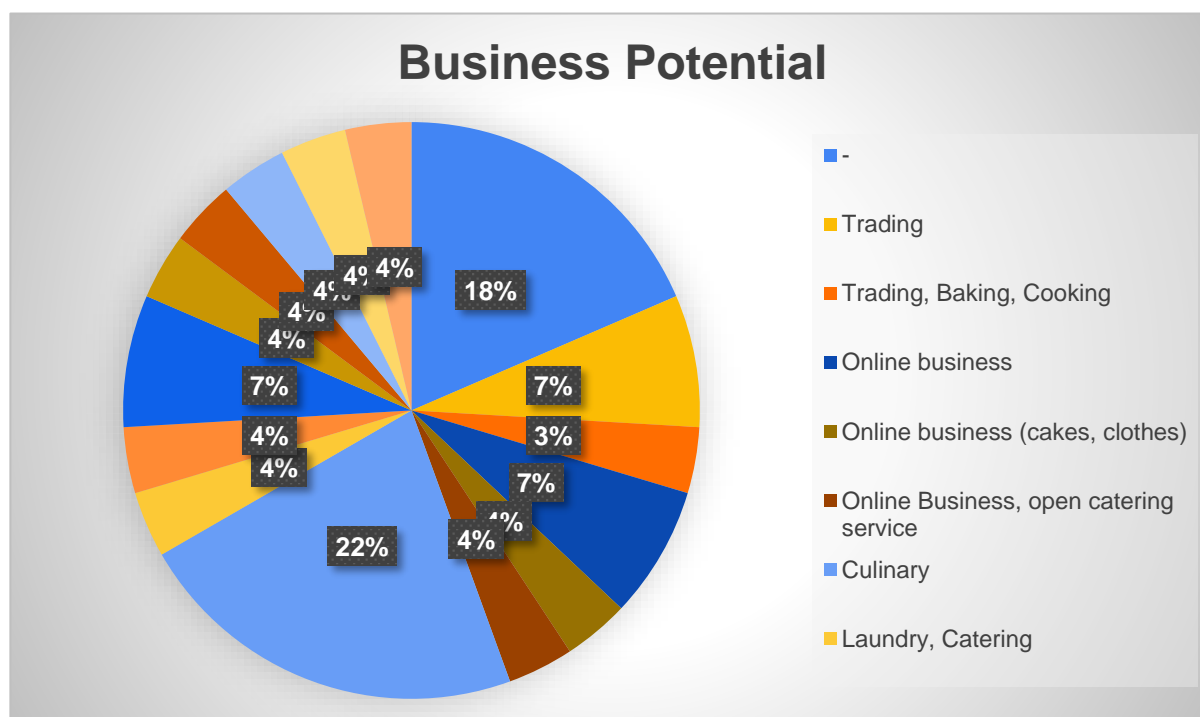


Figure 2. Business potential in Bligo Village, Candi District, Sidoarjo Regency

Figure 2 is data on business potential in Bligo Village, Candi District, Sidoarjo Regency based on the perspective of 27 PKK women from RT 21, RW 08 in the local environment. Based on the

graph, it can be seen that the majority of 22%, or a total of 6 women think that the business potential in the surrounding environment is a business in the culinary field, followed by 5 women, or 19% who do not know at all the business potential in the area. In their environment, every 2 people, or 7% of mothers think that their business potential is in the fields of trading, baking, cooking, online business, and sewing. While the remaining 4%, 1 person each argued that businesses in the surrounding area are in the form of catering services, laundry, grocery stores, and cake trading, which keywords are also not far from the majority opinion, namely businesses in the culinary field.

This is of course in line with what is in the Village Law which through the Village Law will provide an opportunity to find out and show true identity in regulating and managing the village together with the community. Every region in Indonesia has various natural resources that can be utilized for life, one of which is rural areas. The existence of this potential provides an opportunity for the community to continue to be developed (Agustina et al., 2021). The potential that exists in the local environment, according to the perspective of PKK women in RT 21, RW 08, Candi District, Sidoarjo Regency, is almost uniform, namely in the culinary field, although the answers tend to vary, the answers are narrowed in the direction of the culinary field, trading, and online business.

After knowing the potential that exists in the surrounding environment, the next step is to find out the business interests of local women. It turned out that only out of a total of 27 mothers who filled out the opinion that there was business potential in the surrounding environment they do not match the business interests they have. Furthermore, the results of the business interests of PKK women in RT 21, RW 08 Candi District, Sidoarjo Regency will be explained in Figure 3.

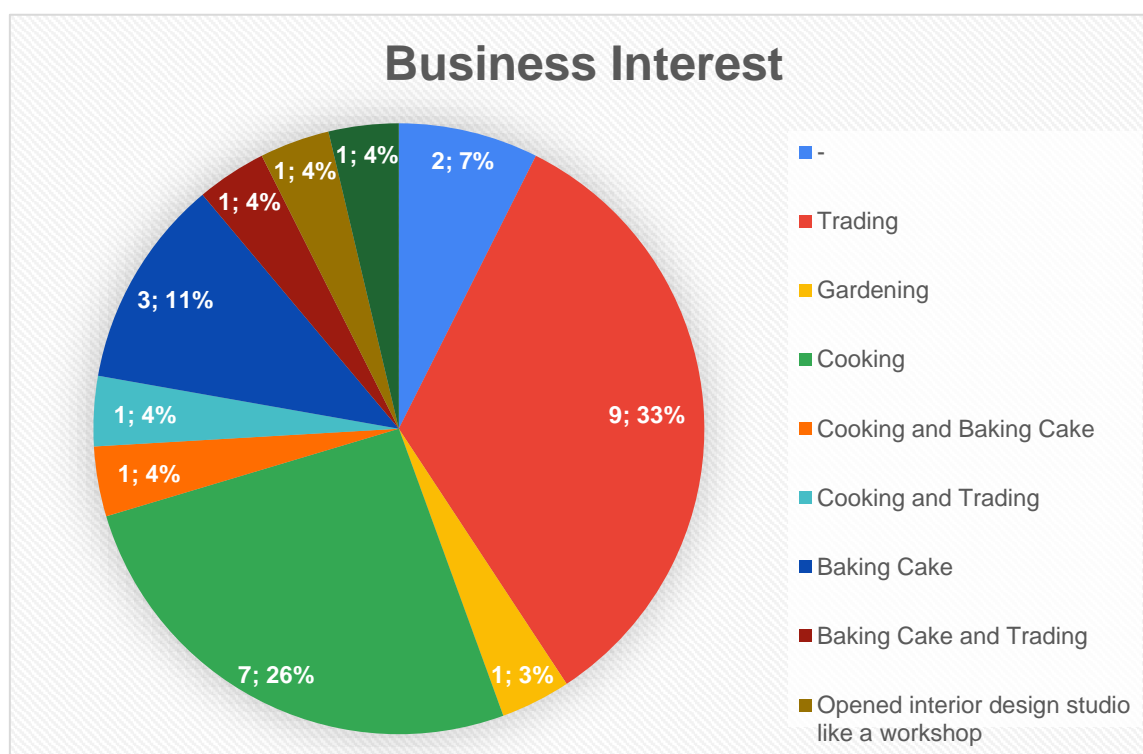


Figure 3. Business interest in Bligo Village, Candi District, Sidoarjo Regency

If you want to grow an entrepreneurial spirit, you need an initial foundation, namely the desire and interest in entrepreneurship. Interest in entrepreneurship is a feeling of interest when carrying out independent business activities even though it is accompanied by risks. High interest will create an inherent awareness of individuals and feel happier to carry out entrepreneurial activities. The inclusion of information about entrepreneurship correctly about the object of

interest can affect the growth of interest in entrepreneurship (Fradito & Lindasari, 2021). Based on Figure 3, it can be seen that the business interests of the mothers who filled out the questionnaire were trading with 9 people, or equivalent to 33%, followed by cooking with 7 people, or 26%, 3 people, or 11% having an interest. In the business of making cakes, 2 people, or the equivalent of 7% do not have business interests, while each of the rest also has almost the same business interests, namely cooking and baking, opening a traveling business, and 1 person each interior design.

Business potential and business interest are two interrelated things. If the business potential that exists in the surrounding environment is following the business interests you have, it will certainly provide convenience in starting a business. To answer the various problems above, the right strategy is needed to encourage the birth of new female entrepreneurs. This strategy can be done by encouraging entrepreneurial-minded education (Armiati, 2013). If the most business potential is in the culinary field, while the most business interest is selling. Through this service activity, it can be seen that selling food or cakes is one of the main breakthroughs as an alternative business that can be carried out by local PKK women so our next service activity is assistance in preparing business plans in the food trade sector.

## Conclusion

This community service activity is one form of effort to explore the business potential and business interests of housewives who are participated in by PKK mothers. RT 21, RW 08 Candi District, Sidoarjo Regency. Exploring the potential and interests of this business is carried out to encourage local women to become women entrepreneurs. This is in line with the program owned by the Sidoarjo Regency Government. Sidoarjo Regency held a funding program for women's business groups targeted at housewives domiciled in Sidoarjo Regency, the funding was packaged in the form of the Independent Women's Business Card Program (KURMA) and would be given in the form of an Award to Independent Women Business Groups based on RT in Sidoarjo Regency through administrative and technical assessments are carried out in stages from the village level to the district level.

Based on community service activities that have been carried out on Sunday, June 26, 2022, which were attended by 27 people from a total of 30 PKK women, it can be seen that according to filling out the questionnaire, most of these women have an interest in entrepreneurship. Only 4 out of a total of 27 mothers are not interested in becoming female entrepreneurs. The biggest business potential in their environment is in the culinary field, while the biggest business interests of these women are in trading, so the business that is considered the most appropriate for by PKK ladies 21, RW 08 Candi District, Sidoarjo Regency is selling food. Therefore, our next community service activity is to assist in the preparation of business plans in the food trade sector.

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