

Community Development Program Through The Business Of Embroidery (A Study Of Mothers In Pakis Sub-District, Malang District)

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ABSTRACT

Development is a process carried out to help the community gain the power to make decisions and determine the actions to be taken. Including reducing the impact of personal and social barriers in taking action. One of the areas implementing community development programs is Pakis, East Java. Precisely located in Pakis District, Malang Regency. In Malang Regency itself, there is a government program, namely (Pakis Embroidery Palace). The program form of the Pakis Embroidery Palace activities is an embroidery exhibition that is held almost every year and is accompanied by an Embroidery Fashion Show which is attended by designers and MSME owners in Pakis so they can introduce their work to the public. The type of research used is a qualitative approach. Data collection techniques include gathering information through interviews and observations. From the results of focused observations regarding the development of micro-scale embroidery business actors in Pakis District, Malang Regency, it can be concluded that the development of micro-scale embroidery business actors in Pakis Regency is good. However, it still needs to be maximized. Most of the programs are dominated by women, but only a few are interested in taking embroidery training because today's young generation likes things that are instant or you could say they prefer to work in factories where the training is not difficult

Keywords:

MSME; Community empowerment; Embroidery

INTRODUCTION

Development is a process undertaken to help people gain the power to make decisions and determine the actions to be taken. This includes reducing the effects of personal and social barriers to action (Payne in Saugi and Sumarno, 2015). Achieve development success, it requires awareness from the community itself. In increasing awareness, knowledge, community skills, and community learning attitudes, strategies are usually carried out in training and education. So that the community can overcome the problems that will be faced later (Damayanti et al., 2023; Oktaviani et al., 2023).

The definition of community development itself is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, and awareness, and utilizing resources through the establishment of policies, programs, activities, and assistance following the problems and priorities of community needs. Community development aims to open new jobs for the community to alleviate poverty.

Community development has a vision and mission, the vision of community development is the realization of an advanced, independent, and prosperous community in a healthy and productive environment. The mission of community development is to build an independent community and be able to establish togetherness with the government and local groups in overcoming poverty effectively

and being able to realize the creation of an adequate community (Bartolomé et al., 2018; Hanim et al., 2022; Rosliyati & Iskandar, 2022).

The concept of community development can be understood in a way, namely, development is interpreted in the context of placing the community's standing position. Here the position of the community is not an object of beneficiaries who depend on the provision of outsiders such as the government. Rather, the position of the community as subjects (participants who act) independently. The meaning of independent does not mean detached from the responsibility of the government, but rather an independent community that is open to space and capacity to develop potential, creation, and innovation, able to control its environment and resources. The community participates in the process of development and governance (Sutoro Eko, 2002).

One area that conducts community development programs is Pakis, East Java. Precisely located in Pakis District, Malang Regency. In Pakis District itself there is a government program, namely (Pakis Embroidery Palace). The reason Pakis was chosen as the city of embroidery is because the weaving industry in the area is quite rapid compared to other industries such as wood, leather, weaving, metal, and others. Of the 229 industries, 100 of them are weaving industries which are ranked first in terms of household industries so the Malang Regency Government gives the nickname (Pakis Embroidery Palace) because they see that the Pakis community is enthusiastic about this industry).

The program form of this activity (Pakis Embroidery Palace) is an embroidery exhibition that is held almost every year and is accompanied by an Embroidery Fashion Show which is attended by designers and MSME owners in Pakis so that they can introduce their work in front of the public. With this program, it will increase the skills of embroidery craftsmen so that they will produce a variety of new products.

METHOD

The type of research used is a qualitative approach. Through descriptive qualitative research through activities, analyze how to optimize community development. The data collection technique carried out by researchers is collecting information through interviews and observing activities (Ebekozen et al., 2023; Kumar et al., 2017).

Development is a process of developing, empowering, empowering, strengthening the bargaining position of the lower strata of society against suppressive forces in all fields and sectors of life (Sutoro Eko, 2002). Community development is an economic development concept that summarizes community values to build a new paradigm in development that is people-centered, participatory, empowered, and sustainable (Chamber, 1995). Community development prioritizes community participation in the decision-making process while developing public control over the implementation of public decisions.

Through the application of consensus democracy, every villager has the opportunity to participate in development according to their life context. Thus, democracy provides space for community members to protect and fight for their interests. The success of community development can be seen from their empowerment, which involves economic capacity, access to welfare, and cultural and political capacity. These three aspects are associated with four dimensions of power,

namely: 'power within', 'power to', 'power over' and 'power with'(Cheng et al., 2021; Cheron et al., 2022; Hesse-Biber, 2010).

Business Management is taking care of, and organizing business activities carried out individually or in groups in an organized manner with the help of all activities to achieve a goal. (Blog: Aldesra SP, Friday, August 29, 2014).

Business management can also be defined as business activities carried out by companies/individuals in their business in establishing a business, preparing a financial budget, and running a company related to aspects of production, marketing, human resources, and financial management.

RESULTS AND DISCUSSION

The Embroidery community development program is a program aimed at developing the community, especially for women and housewives so that they remain productive even though they are at home. Embroidery work is required to be creative and have accuracy in its workmanship. The women's development program aims to improve the quality of women's resources in various fields, realizing gender awareness and justice for women.

According to Mrs. Yoenati Soewarno the chairperson of Aspendir, the embroidery in Pakis still has no motif or distinctiveness that distinguishes it from the embroidery of other cities. Ordinary people will find it difficult to distinguish the results of Pakis embroidery from other cities if they do not buy it themselves in Pakis directly. Therefore, there is no innovation in embroidery techniques in Pakis because the motifs they use are the same as those used by embroiderers in other cities. To remain competitive in the market share, there are efforts made by embroidery entrepreneurs, namely by using a cost leadership strategy. In addition, the decreasing generation who want to continue the embroidery business is due in part to the thinking of most people wanting instant things such as immediately getting a large income. Therefore, many young people prefer to work in factories where the income is greater. In the end, the embroidery craftsmen come from the elderly or parents who have long and hereditary at the same time pursue this embroidery craft whose quality of embroidery results is unquestionable.

Mrs. Fathonah as the owner of Fath Embroidery develops and trains people with disabilities, who run out of work contracts. She does this because the hereditary embroidery craft that has become one of the characteristics of Pakis is not lost. The hereditary embroidery craft that has been passed down in the Pakis area should be continued, because this will be a specialty for the Pakis area as a tourist attraction, especially for lovers of embroidery crafts. Generation after generation continues to change, all predecessors always hope that good and useful things will always be continued even better by their successors.

Lack of knowledge of embroidery business management is also one of the obstacles in Malang Regency, especially Pakis District. Therefore, regular technical guidance on Business Management was held in the business development program. This technical guidance program is divided into five programs, namely business management, financial management, production techniques, packaging, and marketing. In addition to this program, there is an assistance agenda by the Micro Business Cooperative Office in conducting comparative studies of business units that are considered successful to become examples for micro business units that participate in this technical guidance. The purpose of the Bimtek is to improve the

management of micro embroidery businesses, from production management to marketing. The success of micro-businesses in Pakis will affect economic growth because without increasing economic growth from the smallest class it is impossible for the national scale to be lifted.

CONCLUSION

From the results of focused observations on the development of micro-scale embroidery business actors in Pakis District, Malang Regency, it can be concluded that the development of micro-scale embroidery business actors in Pakis District is good. However, it still needs to be maximized. The program is mostly dominated by women, but few enthusiasts do the embroidery training because today's young people like instant things or can be said to prefer to work in factories that are not difficult to attend training. In this case, it can be a lack of interest in young people who can and are experts in the field of embroidery. So it opened vacancies for young people who are interested in the field of embroidery, trained until they can, and are employed directly in embroidery.

Suggestions from the author are: Strive for wages for border craftsmen to be raised because wages are currently low. Conduct socialization with the younger generation so that this program can be preserved. Make the latest innovations so that there are distinctive characteristics for embroidery motifs in Pakis. There needs to be socialization in remote villages so that this program can be carried out by all communities in Malang Regency.

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