

## Women's Empowerment in Satriyan Village: Bouquet Making Training as an Effort to Improve the Economy

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**Abstract.** *Satriyan Village in Tersono District, Batang Regency, still has a low level of women's empowerment. This is due to the low education and skills of women, especially adult women in Satriyan Village, so they spend most of their daily activities at home as housewives. The Religious Moderation Community Service Lecture (KKN) of the State Islamic University of Walisongo Semarang conducts community service by teaching PKK women to make a bouquet in Satriyan Village. This study uses a training method. Those who took part in the training were mothers from the Satriyan Village Family Empowerment and Welfare Driving Team (PKK). The result of this service activity is knowledge about the creative economy, namely making bouquets and having a selling value. In addition, the service participants, namely mothers, have additional expertise.*

**Keywords:** *Women's empowerment, Training, Creative economy.*

**Abstrak.** Desa Satriyan di Kecamatan Tersono, Kabupaten Batang, masih memiliki tingkat pemberdayaan perempuan yang rendah. Hal ini disebabkan oleh rendahnya pendidikan dan keterampilan kaum perempuan, khususnya wanita dewasa di Desa Satriyan, sehingga mereka menghabiskan sebagian besar aktivitas kesehariannya di rumah sebagai ibu rumah tangga. Kuliah Kerja Nyata (KKN) Moderasi Beragama Universitas Islam Negeri Walisongo Semarang melakukan pengabdian kepada masyarakat dengan mengajarkan ibu-ibu PKK untuk membuat buket di Desa Satriyan. Penelitian ini menggunakan metode pelatihan. Mereka yang mengikuti pelatihan adalah ibu-ibu dari Tim Penggerak Pemberdayaan dan Kesejahteraan Keluarga (PKK) Desa Satriyan. Hasil dari kegiatan pengabdian ini adalah pengetahuan tentang ekonomi kreatif yaitu pembuatan buket dan mempunyai nilai jual. Disamping itu peserta pengabdian yaitu ibu-ibu mempunyai tambahan keahlian.

**Kata kunci:** Pemberdayaan perempuan, Pelatihan, Ekonomi kreatif.

### 1. BACKGROUND

The paradigm of national development is changing towards decentralization and democratization. It raises public awareness of the importance of their role in the development process. Therefore, the government is now providing assistance solely and focusing more on elements and methods of community empowerment. Empowerment is part of a development paradigm that focuses on all principled aspects of human beings in their environment; It includes intellectual (human resources), material and physical aspects, as well as management aspects (Jamaludin, 2015). Indrawijaya and Pranoto see empowerment as a process and goal. Empowerment is a process that includes various actions aimed at increasing the power or empowerment of weak groups in society, including groups experiencing poverty (Indrawijaya & Pranoto, 2011).

In self-actualization, empowerment is an effort to improve a person's abilities by utilizing all their potential, both in terms of expertise and knowledge. Empowerment is essentially helping clients acquire the ability to make decisions and determine what actions they should take, including reducing personal and social barriers. This is done to increase their ability and confidence to use the power they have, among other things by moving power away from their environment. Empowerment goals must be considered. The view of empowerment as part of the poor without having to eliminate structural inequality first is a reasonable choice. Actually, the poor have the power to build. Women play an important role in the production process.

Suharto considered empowerment as the ability of people, particularly vulnerable and vulnerable groups, to have the strength or ability to (a) meet their basic needs so that they have freedom (*freedom*), which means not only free to express opinions, but also free from hunger, ignorance, and misery; (b) gain access to productive resources that enable them to obtain increased income and acquire goods; (c) contribute to the development and decision-making processes related thereto (Suharto, 2009). For various reasons, women have always been considered weak and powerless. These factors come from outside, according to Foilyani. These factors include social and cultural factors, government policies, applicable laws and regulations, geographical location, and global trends such as political, economic, and communication technologies as well as internal components, such as women's perceptions and self-concepts, motivation, work stress, and job aspirations, among others. This is overcome by various programs, one of which is the women's empowerment program (Karwati, 2019).

According to data from the Central Statistics Agency (BPS) in 2023, the population of Indonesia is more than 278.6 million people, with a proportion of 51% men and 49% women. Indonesia's Gender Development Index (IPG) increased from 91.63 in 2022 to 91.85 in 2023. Despite this, Indonesia's Gender Empowerment Index (IDG) increased from 76.59 in 2022 to 76.90 in 2023. This means that the data shows progress in women's empowerment and gender mainstreaming programs in Indonesia. In order for national development to be able to provide maximum results and be felt by all citizens, women's empowerment programs are expected to enter all regions in Indonesia, including in rural areas. This approach aims to increase the productivity of women, especially related to women's empowerment, and the target is adult women to increase women's access to empowerment. To encourage women, there are several approaches used, such as skills training such as sewing, embroidery, embroidery, and others (Nugroho, 2008).

In order for rural women to have the ability to improve and harness their potential to work and be independent, women's empowerment programs must start at the village level. Satriyan Village in Tersono District, Batang Regency, still has a low level of women's empowerment. This is due to the low education and skills of women, especially adult women in Satriyan Village, so they spend most of their daily activities at home as housewives. In fact, they have the opportunity to increase all their potential to improve the economy and family welfare. Thus, students and Field Supervisors (DPL) of the Religious Moderation Real Work Lecture (KKN) of the State Islamic University of Walisongo Semarang carry out community service by teaching PKK women to make a bouquet in Satriyan Village. This is a form of women's empowerment in the field of creative economy.

It is hoped that with this activity, women of Satriyan Village will become more productive and have the ability to be creative and innovative in making handicraft products made by utilizing the resources available in their area. Because Satriyan Village does not have tourism potential, handicraft products in the form of bouquets can be marketed as Satriyan Village MSMEs through *e-commerce* that existed. This will improve the economy and welfare of the people of Satriyan Village.

## **2. METHOD**

This women's empowerment activity was held at the Satriyan Village Sports Building (GOR) on July 30, 2024. Students of the Religious Moderation Real Work Lecture (KKN) of UIN Walisongo Semarang carried out this activity using a training method. Those who took part in the training were mothers from the Satriyan Village Family Empowerment and Welfare Mobilization Team (PKK). Activity planning is part of the implementation stage, which includes determining the needs and objectives of training, selecting methods and systems for delivering materials, implementing activities, and evaluating activities. The resource person socialized and carried out during the demonstration activities, then the participants immediately practiced the training materials that had been given.

## **3. RESULTS AND DISCUSSION**

Satriyan Village is a village located in the Tersono District, Batang Regency, Central Java Province. Administratively, Satriyan Village is adjacent to the village: to the north: National Road/ Jalan Pantura-Surodadi Village and Timbangan Village, to the south: Kranggan Village, to the west: Bulu Village, to the east: Maduguwongjati Village. Satriyan Village has

an area of 210 hectares with details of residential areas, rice field farming, fields, forests, offices, schools, roads, and football fields.

The population of Satriyan Village is 2180 people consisting of 1088 males and 1092 females. In addition, the number of heads of families is 741 families. The social condition of Satriyan Village can be divided based on several aspects, namely religion, education, and the livelihood of the village. All residents of Satriyan Village adhere to Islam. In addition to religion, other social conditions can be seen from the aspect of the type of work. The jobs that are widely done by the residents of Satriyan Village are farmers, teachers, and laborers. Most of the residents of Satriyan work as farmers, because the village is located with a lot of agricultural land and fields (*No Title*, n.d.). At the meeting on July 30, 2024, the training material for making a bouquet was presented with the presenter Zulvia Arifatun Nisa. Participants were taught how to make a bouquet with snack filling. Before starting, the speaker explained that the bouquet can be filled with anything other than snacks, such as flowers, dolls, and even money.

Making a snack bouquet is a creative way to serve snacks in interesting forms. Here are the general steps to make one:

- a. Prepare the ingredients:
  - 1) Choose a snack or snack to put in the bouquet (e.g., chocolates, candies, cookies, chips, etc.).
  - 2) Prepare artificial flowers or other decorative materials if desired.
  - 3) Prepare a stick or skewer, and a vase or container for the base of the bouquet.
  - 4) Use wrapping paper or decorative materials such as ribbon, transparent plastic, or crepe paper.
- b. Prepare the Bouquet Base:
  - 1) Fill the vase or container with a support material such as foam flowers, floral foam, or clay so that the snack can stand stably.
- c. Set the Snack:
  - 1) Use skewers or sticks to stick the snacks. If necessary, use a glue gun to make sure the snack doesn't come off the stick.
  - 2) Arrange the snacks that have been skewered into the sticks neatly in a vase or container. Vary the height and position for an attractive look.

d. Decoration:

- 1) Cover the base of the vase with crepe paper or other decorative materials.
- 2) Add artificial flowers or additional decorations around the snacks to add to the beauty of the bouquet.

e. Finishing:

- 1) Wrap the bouquet in transparent plastic if you want to give it a neater and more professional look.
- 2) Tie it with a ribbon at the top for an elegant finish.

Community service activities regarding women's empowerment programs through creative economic activities to make snack bouquets have been carried out smoothly. The results of the activities referred to here include several things, including:

a. Relevance

According to the chairman of the Satriyan Village PKK board, Masruroch, the service activity "Women's Empowerment in Satriyan Village: Bouquet Making Training as an Effort to Improve the Economy" is very relevant and beneficial to the condition of PKK women in Satriyan, some of whom consist of non-working mothers. This activity is very interesting, because the making of the bouquet is considered to have a selling value, so it is hoped that the sales proceeds can be used to improve family welfare. Some of the mothers of the service participants, intend to make the bouquet products to be resold, and some mothers intend to make bouquet products to be given to relatives.

b. Acceptability and Effectiveness

This activity can be accepted by the PKK women of Satriyan Village because the service material is delivered in simple language accompanied by a tutorial on making a bouquet clearly and is easy to practice.

c. Accuracy

These service activities and materials are very appropriate, making the residents of the PKK of Satriyan Village aware of their potential to be able to participate in the welfare of their families through creative economic activities, making bouquets. PKK residents of Satriyan Village, after participating in this service activity, became motivated to carry out various creative economic activities that could help improve the family economy.

The result of this service activity is knowledge about the creative economy, namely making a bouquet and having a selling value. In addition, the service participants, namely mothers, have additional skills in making bouquets and know how to sell the results of making bouquets can be sold directly to consumers, sold online through social media.

#### **4. CONCLUSION**

This training activity began with the socialization of the creative economy in an effort to empower women in Satriyan Village. Next, a demonstration of how to make a bouquet, then the participants immediately practiced the training materials that had been received. This activity received a very positive response from the participants because they had been given the opportunity to gain new knowledge and skills. The Satriyan Village Government also appreciates this activity, because it can help increase the creativity of women, especially women in Satriyan Village to be more productive.

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