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Empowering Women in Developing Micro-Business Based on Local Potential in Kedungbanjar Village, Sambeng Sub-District Lamongan District

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Abstract---*Sambeng is a sub-district in Lamongan Regency, East Java Province, Indonesia. The potential of this area is the folk crafts of woven pandan mats, the manufacture of pottery, roof tiles, and red bricks. The agricultural product is tobacco. The problem is that this area is dry; the water source is very far away. Mothers usually take water from a well that is far away. Based on these conditions, it is necessary to research what potential in the village can be utilized and developed into a Micro/Small Enterprise to increase family income. The results of the research: The potential of Kedung Banjar village, Sambeng sub-district, producing area of woven pandan mats, burning limestone, and growing tobacco, as well as producing sappan wood. Micro and Small Business actors in Kedung Banjar Village are still done mainly by men as the head of the household. At the same time, women, only very few of them work in the field of snacks (there are only two banana chips and two kindergarteners, while those who use sappan wood for drinks are only tiny, so it can be concluded that micro/small business actors from women in this village are very lacking and need to be improved.*

Keywords---*local potential, micro-business, village potential, women empowerment.*

Introduction

Sambeng District is a sub-district in Lamongan Regency, East Java Province, Indonesia. The southern part of the village is generally surrounded by teak forest belonging to KPH Mojokerto. Many residents use the land in collaboration with Perum Perhutani with a profit-sharing system (Afifah, 2021; Kusumaningrum et al., 2018; Aly et al., 2019; Santoso et al., 2014; Soepranianondo & Wardhana, 2019). In southern villages, the community is generally more dynamic. Several residents of this village become Indonesian women's workforce to work in Taiwan, South Korea, and Malaysia. Road access in this sub-district is inadequate, especially in the southern region, which has potential for agricultural products.

There are still many access roads with cobblestones between villages. The total area of the Sambeng Regency is 144.57 km². This sub-district has a tropical climate with an average rainfall of +410 mm per year (Ardiansyah & Mahendra, 2010; Yurisanthae & Dolorosa, 2015; Sapriadi & Hasbiullah, 2015; Amalia, 2012). The land use is as follows: Rice fields covering an area of 3,408.84, Tegal covering an area of 1,649.14, Pekarangan 523.05, State Forests 8,398.13, Dry Land 477.39. This sub-district has 49,095, consisting of 24,387 men and 24,708 women, with an average population density of 807 people per km². With good natural potential and the demands of life, especially economic calls, in the end, many women there are involved in the handicraft business of woven pandanus mats produced from Barurejo, Gempolmanis, Candisari, and Pamotan villages with marketing carried out by collectors

from Mantua District. This is a women's craft business, said [Ida Ayu \(2010\)](#), several factors have encouraged women to jump into making money in the pottery business in Binoh Village, Ubung Kaja Village Denpasar ([Syakinah, 2020](#)).

The manufacture of pottery, tiles, and red bricks is produced from Jatipandak Village with direct marketing sold to consumers in the Sambeng District area. At the same time, mamas are produced from Kreteranggon Village with marketing that is sold to Gresik Regency. Limestone burning is produced from Ardirejo Village with five jubungs producing an average production/year of 3,000 tons Produced from Pasarlegi Village with five jubungs producing an average production of 3,000 tons Produced from Summersari Village with three jubungs producing an average of 1,800 tons per year Produced from Bataan Village with five tubings produces an average production/year of 4,500 tons. Likewise for agricultural businesses, [Mongi \(2012\)](#), said that the agricultural sector in Sambeng District is the most prominent type of agriculture, including tobacco farmers, especially in the south. Generally, farmers plant it from July to October, and after that, it is continued by planting rice.

Agricultural areas in this area are highly dependent on rain (rainfed) due to the unavailability of irrigation facilities, considering that this area tends to be dry, barren, and hilly. Sambeng sub-district is divided into 22 villages and 86 hamlets. Ardirejo Village, Barurejo Village, Candisari Village, Garung Village, Gempolmanis Village, Jatipandak Village, Kedungwangi Village, Kreteranggon Village, Pamotan Village, Pasarlegi Village, Sekidang Village, Semampirejo Village, Tenggiring Village, Wateswinangun Village, Wonorejo Village, Wudi Village, Kedungbanjar Village. This village is located in the south, about 35 kilometers from the capital city of Lamongan Regency, Number of Villages 22, with an area of 144.57 km², with 268 inhabitants (2010).

Electricity is not a problem in Kedungbanjar; it has been around since 1999. Water is very scarce. Wudi Village, the only village that serves as the entrance to Kedungbanjar, has been passed by several women carrying a box-shaped drum filled with water. They sweat profusely. They took water from a well which was quite far away. However, several potentials such as Secang Trees and corn fruit plants have economic value in this village. Based on these conditions, the Village Head of Kedung Banjar tried to improve the village economy by utilizing local potential. With these conditions in the context of community service for Business Administration students in the village, we plan to conduct a research entitled "Empowering Women in Developing Micro Businesses Based on Local Potential in Kedung Banjar Village, Sambeng District, Lamongan Regency ([Kusuma Yuwi Citra, 2017; Aslan, 2019](#)).

Research Method

Following the research objectives, the type of research model in this activity is qualitative descriptive, ([Phillippi and Lauderdale, 2018; Holliday, 2010; Marshall et al., 2013; Harris et al., 2016; Reay, 2014; Sgier, 2012; Grbich, 2012; Boddy, 2016](#)) where this study seeks to describe facts and phenomena related to the local potential-based model of women's economic empowerment. In this type of research, there are three (3) main steps, namely: data collection, classification, data categorization, and analysis and conclusion drawing.

Results and Discussion

Geographically, Lamongan Regency is located at 6° 51'54" to 7° 23' 6" south latitude and between east longitude 122° 4' 4" to 122° 33' 12. Lamongan Regency has approximately 1,812.8 km² or +3.78% of the total area of East Java Province. With a coastline of 47 km, the sea area of Lamongan Regency is 902.4 km².



Figure 1. Total area of East Java Province

Sambeng is a sub-district in Lamongan Regency, East Java Province, Indonesia. This village is located in the south, about 35 kilometers from the capital city of Lamongan Regency. The Potential of the Village in the District of Sambeng;

- 1) Sambeng sub-district is divided into 22 villages and 86 hamlets.
- 2) Pandan Mat Woven Folk Crafts Potential Pandan Tick Woven Folk Crafts are produced from Barurejo, Gempolmanis, Candisari, and Pamotan villages, with the marketing being taken by collectors from Mantua District. The manufacture of pottery, roof tiles, and red bricks is produced from Jatipandak Village with marketing directly sold to consumers in the Sambeng District area. Meanwhile, mamas are produced from Kreteranggo Village with marketing sold to Gresik Regency.
- 3) Limestone Burning
It is produced from Ardirejo Village with a total of 5 jubung producing an average production of 3,000 tons Produced from Pasarlegi Village with a total of 5 jubung producing an average production of 3,000 tons Produced from Summersari Village with a total of 3 jubung producing an average production of 1,800 tons Produced from Bataan Village with a total of 5 jubung producing an average production of 4,500 tons per year.

Agriculture

In the Sambeng sub-district, the most prominent type of agriculture is tobacco, especially in the south. Generally, farmers plant it from July to October, and after that, it is continued by planting rice. The agricultural area in this area is very dependent on rain (rainfed) due to the unavailability of irrigation facilities, considering that this area tends to be dry, barren, and hilly.



Figure 2. The most prominent type of agriculture in the Sambeng sub-district

Women doing micro business based on local potential in Kedungbanjar

Kedungbanjar Village is one of the villages in the Sambeng sub-district, Lamongan Regency, with about 268 people. The population is primarily male, around 55%. As for Micro and Small Enterprises while women are primarily ordinary housewives. The most significant potential in this village is to look for Secang wood as the essential ingredient for herbal drinks and Secang drinks, but it is still not processed but only sold in the form of wood.

After knowing the description of Lamongan Regency and the potential that exists in Sambeng sub-district, especially Kedungbanjar village, it is necessary to improve the village by involving women in the development of village communities. This is very important because it is also an effort to increase the role of women in Kedungbanjar village following the potential that exists in the area and still preserve the customs and traditions, and culture of the Kedungbanjar village community so as not to lose their identity, which is also the national identity (Headey et al., 2014; Monkman et al., 2007). Women are often faced with household problems such as economic problems that often end up.

There are very few women micro-business actors in the village of Kedung Banjar, including The number of stall businesses is 3-4 business actors, the business of making banana chips is two business people with two employees and the Secang wood business is two business actors but has not been used as a beverage product (Lo et al., 2021; Nino et al. 2019). Second is mainly sold in sappan wood and sold in raw materials, not yet processed by themselves.

Based on this observation, empowering women micro-business actors by utilizing local potential should be carried out as follows: Women empowerment programs, in this case, are critical so that it needs to be made into a village activity program, it can be through PKK activities and women's potential training to take advantage of the local potential that is developed as a business activity (Bushra & Wajiha, 2015; Setyaningsih et al., 2012). Kedungbanjar Village has the potential of natural resources used as capital or the primary raw material for production:

- a) Second, wood plants are still easy to obtain, and there are still plenty of them to be obtained, not sold in the form of wood which is sold to intermediaries, can be made in the form of sappan wood drinks, or made into powder combined with other spices, marketed in the form of non-drinks. Thus, the economic turnover will be better because the prices sold will be higher without going through intermediaries.
- b) Banana plants, business actors are also still very few even though the demand for production is quite a lot. They need more product variations.
- c) Coconut fruit and limestone can be used as handicrafts etc.

Ways that should be done to empower women micro-business actors include:

- a) Training and Business Assistance accompanied by the provision of business capital and Introduce sir TTG. The empowerment that touches on education is to improve the quality and quality of village women's human resources because education is the foundation for empowerment in other fields.
- b) Training and Assistance in marketing and IT to market Products.
- c) The field of religion and love for the environment. Strengthening the religious field will also equip the community to increase additional security and a sense of love for the environment, impacting the natural environment.



Figure 3. PKK activities and women's potential training to take advantage of the local potential that is developed as a business activity

Conclusion

Empowering women in developing micro-enterprises is an effort to empower women in Kedung Banjar village, Sambeng sub-district, to gain access and control over local potential so that women can self-regulate and increase self-confidence to be able to play a role and participate actively in solving problems, especially helping household problems that have been ongoing for a long time. Men can do this in cultivating local potential so that women can build their abilities and self-concept (Abbou et al., 2017; Brown & Williams, 2005). So that with the empowerment of women, they can create an independent society, explore and utilize the potentials that exist in their area, and help the community be free from backwardness or poverty.

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