CONTRIBUTION OF HOME INDUSTRY ACTIVITIES IN INCREASING HOUSEWIVES’ INCOME

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ABSTRACT

INTRODUCTION
Poverty is still a national concern, with funds allocated for programs such as cash transfers, decent housing, and micro-enterprise assistance in villages. This is important as it affects community welfare and reflects the condition of the population. According to the Head of Prambatan Village, a lot of funds are available for BLT, livable houses, and micro-enterprises (interview, 9-3-2023). The National Statistics Agency reported that in September 2022, the poverty rate reached 26.36 million in rural areas and 11.98 million in urban areas (bps.go.id, 2022).

Development, measured by economic growth, is expected to reduce unemployment and poverty (Rustam, 2010). Resource effectiveness and education are also important (Yacoub, 2013; Hatimah, 2006). Rimbarizi asserts that the quality of human resources is related to the progress of the nation, especially in the era of globalization that requires superior human resources (Rimbarizi & Susilo, 2017; Khairunnisa, 2013). Equitable and quality education is important to improve HDI (Human Development Index).
Education in Indonesia includes formal and non-formal education, including community empowerment as a method of community-based learning (Zulkarnain et al., 2022). The income of the poor below IDR 1,500,000 per month reflects a low economy (Rakasiwi & Kautsar, 2021). Increasing income can be achieved by improving education or skills through non-formal education such as training and empowerment (Zulkarnain et al., 2022). Well-designed empowerment can reduce poverty by increasing people's skills and income, thus improving their welfare.

Indonesian society often views women only as housekeepers, considered less professional because they prioritize feelings (Perwita et al., 2022). However, women can help the family economy in times of financial hardship, although they must consider their home duties and motherhood. Women's empowerment is an effective way to increase family income. Although women's labor participation is low, they play an important role in the family and economy. Women work for family economic needs or to show their identity (Intan Immanuela et al., 2021). Women's awareness of the importance of self-development is increasing. Women are vulnerable to poverty because their access to political and economic resources is more limited than men, and their participation in the labor market is smaller (Noerdin et al., 2006).

The problem of poverty is also experienced by Prambatan Village, Balen Sub-district, Bojonegoro District, with 2165 residents, 1246 of whom are included in the DTKS data, and 84 families receiving BLT DD in 2022. This village has the potential for a banana debog craft home industry, but currently only makes dried debogs resembling ropes, called "ndalung". A total of 195 residents are involved in this industry. According to Syahrin Harahap (1999: 110), empowerment is an effort to form community expertise to develop existing abilities into real activities (Mufidah & Roesminingsi, 2020a). Women's empowerment through the "ndalung" home industry can be a solution when the family economy is unstable, helping Prambatan villagers survive and increase their income.

CONCEPTUAL/THEORETICAL

The definition of community empowerment according to Ife, Jim & Tesoriero, Frank (2016), is providing resources, opportunities, knowledge, and skills to citizens to increase their ability to determine their own future and participate in efforts to influence the lives of their groups. Rosdiana argues that the definition of Women's Empowerment is an effort to provide opportunities for women to gain access and control over resources, economic, political, social, cultural, so that women can organize themselves and increase self-confidence to be able to play a role and actively participate in solving problems, so as to build abilities and self-concept (Rosdiana & Irwan, 2020).

Empowerment Objective

Community empowerment plays a role in changing people's behavior so that they can be empowered so that they can improve their quality of life and welfare. Mardikanto et al (2014) in (Afriansyah et al., 2023) explains the objectives of community empowerment, among others, as follows:

(1) Institutional improvement (better institution). By improving the activities carried out, it is expected to improve institutions. Good institutions will
encourage the community to participate in activities.

(2) Better Business. Institutional improvement is expected to improve the business conducted so that it can provide benefits to members of the institution and the surrounding community.

(3) Better Income. Business improvements are expected to improve the income of all members of the institution, including the community, so improvements are needed in terms of community financial revenues.

(4) Better Environment. Improvements in income are expected to improve the physical and social environment as environmental degradation is often caused by poverty or limited income.

(5) Better Living. Income and a good environment will improve people's standard of living. This can be seen in the level of health, education, and purchasing power. Economic capability will make people's lives better.

**Forms of Empowerment**

Empowerment must be done comprehensively, continuously, and until a dynamic balance is achieved between the government and other parties. According to Jamaludin (2015) in (Sriyana, 2021) comprehensive empowerment includes:

1. Political empowerment is directed at raising the critical awareness of the community to be responsive to problems or policies that harm them. In addition, it increases the bargaining position of the governed towards the community. In this case, it means that the governed get what they are entitled to in the form of goods, services, services, and care without harming them.

2. Economic empowerment is intended as an effort to improve the ability of the community or as consumers to function as bearers of the negative impacts of growth, bearers of the burden of development, and the consequences of environmental damage. In the end, the community must have the ability to deal with problems in various fields, and it is hoped that the emergence of independence in the community as a solution to the negative impact of development.

3. Socio-cultural Empowerment, aims to improve the capabilities of human resources through human investment to increase human value, use, and fair treatment of people.

4. Environmental Empowerment, intended as an environmental care and preservation program, so that the governed party and the environment are able to adapt in a conducive and mutually beneficial manner.

The form of empowerment used in this study is economic empowerment. Because researchers are observing the income of housewives obtained from empowerment in the Banana Deboh Craft Home Industry.

**METHODOLOGY**

The approach used in this research is a qualitative approach. According to Lexy Moleong, qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects in a special natural context and by utilizing various scientific methods (Moleong, 2006). The location of the research site was in Prambatan Village, Balen Subdistrict, Bojonegoro Regency. The consideration of choosing this location is because Prambatan Village, Balen Sub-
district, Bojonegoro Regency is one of the villages where there are many housewives who are not working and has the potential for empowerment in the form of a banana debog craft home industry.

The focus of this research is the contribution of home industry activities in increasing the income of housewives, namely how the process of home industry activities can increase the income of housewives. The data analysis technique uses the data analysis method according to miles and huberman. Data analysis according to Miles and Huberman in Hardani’s book is divided into four lines of activity, namely (Hardani et al., 2020) Data collection, data reduction, data presentation, and conclusion drawing.

DISCUSSION OF RESEARCHER'S IDEAS

Prambatan Village is famous for its banana debog craft since the 2000s. At first there was only one person who did it at that time, but he could be consistent every day in finding banana debogs and then processing them into dalungan. In the beginning, there were only 8 people doing ndalung in Prambatan Village. Afterwards, it grew more rapidly because many residents knew that this activity could make money, so capital owners began to invest in this business, one of which was UD. Barokah Tani. UD. Barokah Tani was established in 2002 as a family business.

UD. Barokah Tani does this business with the aim of being able to empower the Prambatan Village community more in the field of banana debog crafts because the owner of UD. Barokah Tani realizes the great potential of this banana debog craft in Prambatan Village. Then the owner invites or offers the surrounding community as labor to participate in this banana debog craft activity by processing debogs into dalungan. Banana debog craft done by UD. Barokah Tani is converting dried banana debogs into dalungan which are then made into slaps and then sold to larger collectors.

At first only 4 people wanted to participate in this ndalung activity, over time it increased until now there are 33 people who ndalung for UD. Barokah Tani. This activity at UD Barokah Tani can contribute to increasing the income of housewives. This is because there are 27 housewives who work as "pendalung" at UD Barokah Tani and they get additional income.

Home industry activities contribute to increasing the income of housewives in Prambatan Village. This can be seen from the Empowerment Indicators and Income Indicators. There are 5 things in the empowerment indicators according to Gunawan Sumodiningrat, namely:

1) Reduction in the number of poor people. The activities carried out by UD Barokah Tani can reduce the number of poor people in Prambatan Village. This is because the majority of employees at UD Barokah Tani are farm laborers whose income is uncertain. Employees can get additional income from this ndalung activity.

2) Increased business. The activities carried out by UD Barokah Tani have a positive impact on the community in the form of increasing the efforts of the surrounding community to get income so that they then volunteered to do ndalung at UD Barokah Tani.

3) Increased community awareness. The activities carried out by UD Barokah Tani have also increased the community's awareness of the surrounding economy. Residents
become concerned and want to invite their neighbors who are struggling economically to work as "pendalung" at UD Barokah.

(4) Increasing group independence. The independence of housewives has increased because they work as pendalung at UD Barokah Tani. Housewives can be independent in buying things not depending on their husbands.

(5) Increasing community capacity and income equality. Housewives who originally did not have the skills to generate income, but by working as pendalung, housewives can have skills, namely being able to ndalung. This can happen because UD Barokah Tani will train workers for workers or employees who do not know how to ndalung at all. This activity can also equalize income, for those with small incomes can increase their income from this ndalung activity.

Judging from the income indicator, there are 4 things that indicate that this activity can provide additional income to housewives, namely:

(1) Income received. This activity can provide additional income for housewives although it is not fixed and regular, but if employees deposit their dalungan results, they will definitely be paid for their services according to the agreement. If they use their own banana debog, UD will pay for the banana debog along with the ndalung service, but if the banana debog comes from UD, only the ndalung service will be paid. For the ndalung service, dalungan size 1/2 is valued at IDR 7,000/kg, size 2/3 is valued at IDR 2,000/kg, size 3/4 is valued at IDR 1,500/kg. If you use your own debog, dalungan size 1/2 is bought at Rp 12,000/kilogram, size 2/3 at Rp 4,500/kg, and size 3/4 at Rp 4,000/kg.

(2) Work. Of course, in order for someone to earn an income there must be something to do. Something that these housewives do is ndalung. Basically, some of the people of Prambatan Village are able to ndalung themselves and have their own tools, but the home industry UD. Barokah Tani, they are given materials in the form of dried banana debogs for dalung and then the sales are carried out by the UD home industry. Barokah Tani.

(3) School fees. In Prambatan Village there are still many housewives who have difficulty budgeting for school fees. In this case, housewives who work as pendalung no longer find it difficult to budget for their children's school fees.

(4) Family burden borne. The number of family members can be a problem in economic terms when the number of working family members is less than the number of non-working family members. However, housewives in Prambatan Village are greatly helped by the ndalung activity. They feel that they can help their husbands in earning a living.

From the results of the above research, it is found that there is a contribution of home industry activities in increasing the income of housewives. This is in accordance with the indicators of the success of economic empowerment according to Gunawan Sumodiningrat. According to him, there are several indicators of the success of the economic empowerment program, namely:

(1) Reduction in the number of poor people. The reduction in the number of poor people in Prambatan Village is
marked by the fact that many of the pendalung are unemployed, so the income they earn enables them to fulfill their daily needs.

(2) The development of income-generating businesses carried out by the poor by utilizing available resources. This is also the case where there are pendalung who use their own raw materials in the form of dried banana debogs.

(3) Increased community concern for efforts to improve the welfare of poor families in their neighborhoods. Pendalung have a sense of concern for welfare improvement which is indicated by the pendalung providing information about this ndalung activity to their neighbors who are in trouble.

(4) Increasing the independence of the group, which is characterized by the development of productive businesses of members and the group, the strength of the group's capital, the tidiness of the group's administrative system, and the wider interaction of the group with other groups in the community. In this indicator point, the pendalung group has become more independent as the ndalung business has been developed by the people of Prambatan Village.

(5) Increased community capacity and income equality marked by an increase in the income of poor families who are able to fulfill their basic needs and basic social needs. The increase in income is also marked by the income received by pendalung when they do not have other jobs or when it is not rice planting season.

POLICY IMPLICATIONS AND RECOMMENDATIONS
1. Recommendations for women in Prambatan Village of all ages to participate in "ndalung" if they want to increase their income.
2. Recommendations for the Prambatan Village government to expand women's empowerment in Prambatan Village through "ndalung".
3. Recommendations for local governments to pay more attention to this empowerment activity so that it can be adopted for other areas.

CONCLUSION
Prambanan Village has been the center of the banana debog craft since the 2000s. Initially, only one person did the ndalung activity, but his consistency has led to success in processing banana debogs. The number of ndalung participants was initially eight people, but grew rapidly due to community awareness. Investment from UD. Barokah Tani is also supportive. Established in 2002 by UD. Barokah Tani, involving residents as employees, producing and selling dalungan.

Originally four ndalung participants, now 33 people work for UD. Barokah Tani. This activity has increased the income of 27 housewives. This home industry plays a role in economic empowerment in Prambatan Village, as seen from the indicators of empowerment and income. Empowerment indicators include a reduced number of poor people, increased business in the community, awareness, group independence, and increased community capacity and income.

Income indicators show additional income, earning opportunities, coping with school fees, and sharing the family burden. The research confirms the significant contribution of this home industry to the income of housewives in Prambatan.
Gunawan Sumodiningrat’s concept of economic empowerment is relevant to success indicators such as income generation and community empowerment.

REFERENCES
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