



Designing self helps groups' communication strategy to explore women expectation in small enterprises

ABSTRACT

¹ Sumiati

Faculty of Economic and Business, Universitas Brawijaya, Indonesia. Email: sumiati_atiek@yahoo.com

² Nadiyah Hirfiyana Rosita

Faculty of Economic and Business, Universitas Brawijaya, Indonesia. Email: Nadiyah_hr@yahoo.com

³ Risca Fitri Ayuni

Faculty of Economic and Business, Universitas Brawijaya, Indonesia. Email: risca.fa@gmail.com

⁴ Dian Tamitiadini

Faculty of Social and Political Science, Universitas Brawijaya Indonesia. Email: diantamitiadini@gmail.com

Women empowerment is becoming a current issue in sustainable development goals. Every developing country trying to promote women empowerment issues in every sector. In Indonesia, these issues actively risen by PKK. PKK is the simplest form of self helps group organizations that can be found in almost whole areas of Indonesia. This organization is driven by women members, so they can interact with each other for self-development and group development. In order for these development efforts to be effective, identifying the expectations and needs of the community are very principal before defining the right communication strategy to reach the community. Based on the focus group discussion that has been done with PKK members of Desa Jambu as a group of self helps group in developing small and medium enterprises in Desa Jambu, Sumenep there are three expectations related to PKK function that is delivered as learning facilities, cooperation medium, and production unit. To meet those expectations, communication strategy through counseling and training can be chosen as a primary strategy.

Keywords: Self helps groups, Communication strategy, Women empowerment.

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INTRODUCTION

Social change is a natural process that occurs due to social dynamics. The social changes may come from the internal and external situation of the community. It can reach through adaptation and conflict processes such in case of Desa Jambu. Desa Jambu is located in Kecamatan Lenteng Kabupaten Sumenep with a 0,360 Ha wide area. It categorized as developing villages ($> 0,599$ and $< 0,707$) according to the village index development (IDM) with score 0,569 according KEMENDES 2016.

The development of Desa Jambu can be identified by the number of society and the increasing of infrastructure quality (such as telecommunication facilities and other public facilities). Therefore, according to IDM, Desa Jambu has a fast enlargement shown by the growth of home industries, such as Garlic Chips (*Kerupuk bawang*), Corn Chips (*Marning*) and Cassava Chips which been running by some families at their home. Garlic Chips (*Kerupuk bawang*), Corn Chips (*Marning*) and Cassava Chips are the main commodities in Desa Jambu Sumenep. They are very easy to find in their target area for example in Madura Island. Most of this business growth based on family creativity as small enterprises. If the family can manage this commodity very well, it can help them in increasing the income opportunity. There are 3 Indicators of developing village: Social, Economic and Ecological Resilience. Based on these three aspects, the government classified the stage of village development, they are of Very Underdevelopment Village, Under-development Villages, and Developing Village. Desa Jambu is one of developing villages in East Java that has potential.

Even Desa Jambu mentioned as one of developing village, The Human Development Index (HDI) of Desa Jambu is still fairly low because the majority of the population has lack of educational qualifications start from primary school than the high unemployment shown by the low participation of education, especially women according to government statistics data (BPS, 2015). Uprising problems of women in Desa Jambu cause of 1) Less productivity, especially because they have a lack of skills. Most of the women in Desa Jambu work as housewives and helps their husbands in paddy fields. They realize that they have not enough education background and experience in leading business for the family. The level of awareness and expertise of people in Desa Jambu becomes a challenge to manage and optimize their natural resources as their major potential. Based on Sumenep Official Data in 2015, the main of the largest commodity is corn and cassava. Most of the home industry products have very good potential, but still not maximal in its management process (mainly in financial planning, administrative, implementing, and evaluating).

Promoting empowerment issues through women's groups in Desa Jambu designed to improve skills and expertise in small enterprise management, marketing and packaging of home industries products through the local group of family welfare development that intended to women (PKK), so their products can reach the customer or market effectively not only in their locals. In terms of social community empowerment, the assistance of Small-enterprise especially for women is very important. This is part of an effort to reach the goals of the local government to build a tough and independent village. The problems of social development can be seen from the description of situation analysis related to Village Development Indicators (IDM). The problems include: 1) Education

The Human Development Index of the Central Statistics Agency (2017) has published data and information related to the qualification of the Desa Jambu population. Based

on the data, most of the local population has elementary (SD) as their latest education background. Funding is a major issue in the rural economic situation.

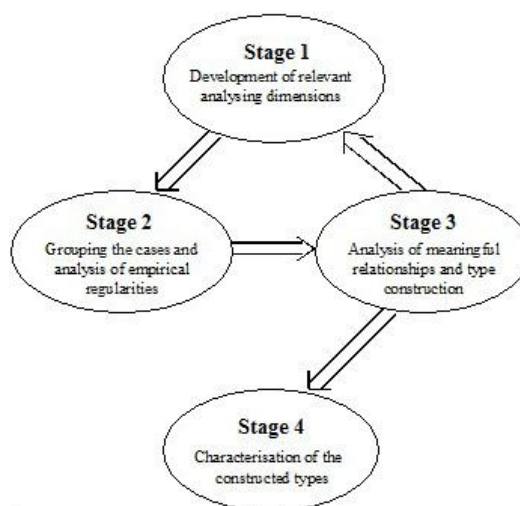
2) Economic Resilience

Desa Jambu has many Home Industries (Garlic, Corn and Cassava Chips), but not all of them can do sustainable business practices. Some of them facing problems such as lack of capital to run their business and lack of marketing experience, so it difficult to penetrate the bigger market. The lack of capital problems faced by the owner of small enterprise business caused by several factors, like financial management which is less orderly, make it difficult to control the budget; priority major and unprofessional financial management system (they put personal expenses with business expenses on the same financial management) that make the velocity of money becomes hampered and unprecise pricing strategy.

Another problem is the lack of knowledge in marketing strategies makes it difficult to penetrate the market. it seems obvious from several aspects: a brand that does not sell; packaging which is not informative, aesthetic and ease-of-use elements; less promotional activities solely on word of mouth promotion and still not consider more about the promotional mix (advertisement, exhibition, personal selling, and others).

METHODS

This research is a descriptive study with a qualitative approach. Bogdan and Taylor in Moloeng (2007: 4) mention qualitative as a research method that produces descriptive data in the form of verbal or verbal words from people and behaviors that are from a phenomenon that occurs. Moleong (2007: 11) further argues that descriptive research focuses on data in the form of words, images, and not the numbers used by the implementation of qualitative methods. To reach the purpose of this research, a model of empirically grounded type is the ideal approach to breakdown the data classification.



Graphics 1 : Model of empirically grounded type construction

With the help of these attributes, the similarities and differences between the research elements (persons, groups, behavior, norms, cities, organizations, etc.) must be adequately grasped. And finally, the constructed groups and types have to be described with the help of these properties. model of empirically grounded type construction"

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shows a considerably greater openness and flexibility. Every stage of analysis can be realized with the aid of different analytical methods and techniques and the model complies very well with the variety of qualitative research questions and with the different quality of the data. On account of the openness of the model, it is not only possible to compare different approaches with each other but also to achieve a combination of the different analyzing techniques and therefore to overcome the separation between the different approaches.

This research used in-depth interview and Focus Group Discussion. Focus group discussion which is more famous with its abbreviation FGD is one of the most well-known qualitative research methods besides interview techniques. The FGD is a focused discussion from a group to discuss a particular problem, in an informal and relaxed atmosphere. This method is very expedient to explore what is the best communication strategy as baseline research. The implementation of the baseline model of this research consists of:



Graphic 2. Implemetation model to identify women expectation as SHG's member

At first, the step was having in-depth interviews with the head of local government in Desa Jambu. Right after gaining the data of women's participation, then we assembly the target audience characteristics based on their belonging to the business. The groups consist of people who own businesses and they who do not yet own a business. The purposes of these stages are a. Mapping the encountered problems and trace the process of the problem occur (for people who already own a business), b. Mapping the potential of existing resources (for people who do not have a business). The data and information obtained through the Focus Group Discussion (FGD) with a member of PKK and related parties should create and evaluate an effective program plan.

The second step is implemented through the provision of business management training to:

- a. Increase competitiveness (for people who already own a business), and
- b. Business planning training for people who do not have a business. At this stage, an unemployed member was given basic skills (crafts or cooking) whose output can be sold to build a business opportunity.

Target audiences formed into small groups. To mobilize and motivate each other, there is a revolving fund for groups that can produce qualified products and can be well commercialized through the implementation of appropriate marketing strategies. To simplify the marketing process, a special unit was established to manage the marketing activities.

The final stage of this social service program is designing a monitoring and evaluation model. Monitoring and evaluation are based on aspects of product classification, marketing, and finance. The result of this stage is the independence of citizens to continue their business. The monitoring and evaluation of the activities refer to the conformity of the program plan and the implementation plan that has been designed to reach the outcome of the program. The expected outcome of this program is increasing the awareness of women entrepreneurship in Desa Jambu Sumenep by providing knowledge-based training.

RESULTS

Based on Rakernas VII PKK 2010, the Empowerment and Family Welfare or *Pemberdayaan dan Kesejahteraan Keluarga* (PKK) is a government program to develop society that grow from the bottom of its management form, by and for the community towards the realization of a faithful and devoted family to God Almighty, Mighty noble and virtuous, prosperous, advanced and independent, gender equality, including legal and environmental awareness. PKK organizations have a major role in upstreaming development, especially women empowerment. In this activity, PKK as a facilitator for society has cooperated with the community as a guide to control and carry out an activity of PKK in supporting government programs in advancing the social economy aspect of specific society in Desa Jambu, Sumenep.

As the outcomes of this program, PKK will be able to work actively and independently in increasing participation of the community by giving information about the business development that happened in daily life by motivating and mobilizing the community to implement PKK's program as government partners in reaching sustainable goals. Communities in Desa Jambu are capable to identify their needs and fill it themselves.

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Formed community groups such as self-group become very important. In big countries with a low number of development indicators, such as India and Africa, self helps groups have proven in increasing the value and productivity of their communities. In Indonesia, the type of self helps a group can be found in PKK. PKK is the medium of closest interaction on the community's environment, so to know how the problem in fulfilling the needs as a development index to have an assessment related to the expectations of the community represented by certain organizations/groups. Based on our survey, there are several functions of PKK as self helps group which is expected by the members:

1. Learning Facilities

PKK as a learning facility expected to become a main source of information for the community. Based on a survey, the type of information needed more leads to technical administration and financial administration brief.

PKK organization becomes a forum for each member, to connect each other, in order to improve knowledge, attitude, and skills in increasing productivity, more profitable income and achieve a more prosperous life. According to Hariadi (2011: 53 - 57), in order of community function as a learning facilities, entrepreneurship training directed to perform activities such as: conducting regular meetings and sustainable discussion about knowledge and skills , as well as the problems faced in implementing entrepreneurship, invite qualified person from private companies / cooperatives / BUMN / NGOs, credit institutions and others, to deliver and guiding various trainings to increase their basic knowledge and entrepreneurial skills, also developing leadership among group members.

Some of the explanation above about the role of PKK as a simultaneous learning medium for women in rural areas, such as Desa Jambu. The objectives of this function designed to increase knowledge of PKK members, it has shown from training activity held by providing consultants from educational institutions, banks, etc. On the other side, it also makes PKK members change their behavior (more disciplined and active). Some of these goals are run by PKK through its function as a learning facility.

2. Forum of Cooperation (cooperation medium)

Aside from being a learning media, PKK also expected to be a forum of cooperation, not only for fellow activists of small and medium enterprises in Desa Jambu but also with external stakeholders. This form of cooperation will give a positive impact on distribution channels and market expansion. Cooperation between external stakeholder or market becomes a weakness for the people of Desa Jambu because the majority of small and medium business activists do not yet have a practical insight about running cooperation, especially in marketing communications.

According to Elfi (2002), member cooperation in self helps groups influenced by the awareness and understanding of group members about the benefits of cooperation in carrying out small enterprise activities in advance, or if the group does not have a good level of cooperation then PKK will conduct intensive coaching program by extension workers to groups has not reached their goals. It demonstrated the importance of the cooperation program that was advocated by extension agents who came later on raising the basic awareness to each group member. Brawijaya University Team participated in building PKK function as a means of cooperation to improve the development index of Desa Jambu, Sumenep.

3. Production Unit

The role of the PKK as a production unit means managing resources into goods or services that can be distributed and profitable. Some production unit activities include planning, implementation, and marketing of products or services produced. So, the unit of production serves as a place of skills training, creativity and entrepreneurship development for group members. As a production unit, the group directed to have the following capabilities, they are a. Make the right decisions in determining the development of profitable products based on available information in the fields of technology, social, capitalization, production advice, and other natural resources. b. Formulate the plans and carry out joint activities, as well as plan the needs of the group on the basis of efficiency considerations. c. Facilitate the application of technology by group members in accordance with the activity plan. e. Obey and implement agreements generated together in groups, as well as agreements with others. f. Evaluate joint activities and group needs plans, as materials for future activity plans. g. Improving the sustainability of productivity and sustainability of natural resources and the environment. h. Manage the administration properly and correctly.

Communication for Development

Communication for Development proposed to make a difference in human development. It prioritizes communication systems and processes that enable people to deliberate and speak out on issues important to their own well-being. Its role in empowerment processes helps distinguish Communication for Development from other forms of communication. Communication for development has thus come to be seen as a way to amplify voice, facilitate meaningful participation, and foster social change. The 2006 World Congress on Communication for Development defined as 'a social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change'. Choosing media, message, and communication programs are the main key to approximate the effective women empowerment program.

Empowering women pre-supposes a drastic, dynamic and democratic change in the perception of and expectation from women in every society. To help women to attain economic independence is the first priority for such change. Empowering women pre-supposes a drastic, dynamic and democratic change in the perception of and expectation from women in every society. To help women to attain economic independence is the first priority for such change.

The development process calls for change that improves quality life. Communication as a crucial part of this process because it enables people, especially women to acquire the information they need to understand the benefit of change and to express their attitudes toward it. Previous efforts in this field have placed primary emphasis on making information on economic development more accessible to women through an effective communication strategy.

Communication Strategy

Communication strategy is the planning and management process to achieve the goal. To achieve that goal, the strategy does not only serve as a road map that shows direction but must show how it operates its tactics. Communication strategy is a mixture of communication planning and communication management to achieve a goal (Effendy,

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2003: 301). Harold D. Lasswell stated that the best way to determine the right communication strategy is to answer the question: Who is the communicator, what message it says, what medium it uses, who the communicant is, and what effect expected.

Based on the framework above, social-economic empowerment activities must be able to answer the six basic questions above. Brawijaya University team as a communicator in providing education and brief related small enterprise/ entrepreneurship and potential owned by the community (especially women assisted by local PKK group). The education media consists of direct and indirect communication. Last communication is done in a face-to-face manner, both in the form of training class and focuses group discussion while indirect communication can use supporting media information such as brochures, handbook/module, and poster.

To ensure the effectiveness of the communication process, we understood how the characteristics of the targeted communicant. The targets of this activity are women as members of PKK who have not run a small enterprise or start their small and medium businesses. The majority of target groups have a non-related educational background to the economic or business, so it required to use simple language to deliver the training material as messages. The approach is also different from other areas. In Desa Jambu, elements of locality such as the usage of language and terms are also key to the successful communication process. Proximity makes communicators feel accepted in PKK environments.

PKK group is a major organization of self helps groups in Desa Jambu, Sumenep. Self helps group is a new and supportive group of communities that relate to each other in social networks, satisfy others in need within a circle and learn how to deal with new experiences (Silverman, 1980 in Hunt, 2004). The purpose of self helps groups is to provide support to fellow members and helps solve the problem by sharing their experiences.

Entrepreneurship Training for Small Enterprises as Communication Strategy in Development of Women's Economic Social Empowerment

Training in the general-purpose learns about the system and social changes in individuals and communities in order to realize changes that are more in line with what is expected. Training is a process of social, economic and political change to empower and strengthen the ability of all "stakeholders", through a participatory learning process, in order to change the behavior of each individual or their community to manage productivity and efficiency in order to realize a good life, and prosperity. As a part of community empowerment process, the main goal entrepreneurship training is not only to create "better farming, better business, and better living, but to facilitate the community (target) to adopt marketing strategies to accelerate the occurrence of changes in social, political and so they can improve their personal and family welfare (for long term program).

Training is the main activity for business actors so they will able to help and organize themselves in accessing market information, technology, finance capital, and other resources as an effort to improve productivity, business efficiency, income, and welfare as well as raising awareness in the preservation living environment.

Communication strategy through training becomes a very effective effort of development of social-economic empowerment of society, especially if targeted to PKK

member as self helps group in Desa Jambu, Madura. The advantages gained by the establishment of PKK as self helps group are: 1) Closer interaction within the group member can increase each leadership, 2) Increase in the spirit of cooperation among member, 3) Rapid improvement of the spirit of cooperation and entrepreneurship, 4) Rapid diffusion process with the application of innovation, 5) Increasing ability of loans average repayment that had by the previous small business community.

CONCLUSION

PKK organization is the simplest form of self helps group. With the existence of PKK as community organizations (especially women), it also improves the interaction between each other for self-development and group development. In order for these development efforts to be effective, identifying the expectations and needs of the community is paramount before defining the right communication strategy to reach the community. Understanding the expectations of PKK members is the basis for designing a more effective message delivery process because the messages sent are messages that the community groups need. With the preparation of the right message, communicators can determine the appropriate media delivery of messages. The expectations of PKK members in the women's social-economic empowerment program:

- a. Implementation of PKK group roles as a learning facility, such as the PKK group conducting regular group meetings for discussion activities on topics related to entrepreneurial activities; invite resource persons who support business development, and conduct training activities.
- b. Implementation of the role of PKK as a forum for cooperation, which helps the process of building cooperation with an external partner, establishing obligatory agreements or conditions for all members, implementing cooperation and division of duties of both the board and members according to group agreement, and raising funds for group activities.
- c. The implementation of PKK as a production unit is able to establish profitable patterns and forms the business based on information available on technology, social, marketing, production facilities, and other resources. In this context, training becomes the most appropriate medium because training is a direct/face-to-face communication strategy that makes it possible to achieve the three expectations of PKK members. In women's socio-economic empowerment program, PKK is the main key because PKK is driven totally by women and supported by government and other non-governmental organizations.

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