

## Analysis of Entrepreneurship Training in Improving Entrepreneurial Skills in Women's Empowerment Business Groups in Makassar City

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### ABSTRACT

*This research is to find out the extent of the implementation of women's empowerment business group training in Makassar City, how entrepreneurial activities of women's empowerment business groups in Makassar City, and what factors hinder and support entrepreneurial training of women's empowerment business groups in Makassar City. The data collection techniques used in this research are interviews, observation, and documentation. The data analysis method used is descriptive analysis. The results showed that the implementation of training provided by the National Program for Independent Community Empowerment (PNPM) Mandiri in improving entrepreneurial skills was very influential, then the entrepreneurial activities of women's empowerment business groups in Makassar City were carried out well, when training was provided by the National Program for Independent Community Empowerment in Makassar City. The inhibiting factor in this case is the lack of knowledge possessed by women's business groups in developing businesses, while the supporting factor is the spirit of cooperation from women entrepreneurs who have the desire for existing businesses in Makassar City to develop. It can be concluded that the entrepreneurship training provided by the National Independent Community Empowerment Program to empower women in Makassar City has been successful.*

**Keywords:** entrepreneurship training, entrepreneurial skills, women's empowerment

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## 1. INTRODUCTION

Entrepreneurship training is one of the important steps to build and develop the Indonesian economy. One of the fundamental problems that has become a major challenge for the Indonesian people is the problem of economic development. In fact, it is economic development that will provide economic growth and prosperity for a nation. In this case, the problem faced by the Indonesian people is that along with the increase in human resources, there are more and more unemployed. The view of people who rely more on diplomas than exploring their potential is the cause of delays in economic development in society, therefore, to develop the Indonesian economy the importance of the role of successful entrepreneurs is increasingly being felt in their business. The role of entrepreneurs is increasingly important in building the Indonesian economy because development will be more successful if supported by entrepreneurs who are successful in their business. Entrepreneurship is a potential for development, both in terms of quantity and quality of the entrepreneurs themselves. In order to face the era of free trade, we are challenged to not only prepare Human Resources (HR) who are ready to work but must also be able to prepare and open new jobs. Opening and expanding new jobs is a very urgent need.

In an effort to open new jobs, entrepreneurship training is needed for several components of society, including business groups that receive National Community Empowerment Program Independent funds. Even though an entrepreneurship training will not run well without management, because basically human capabilities are limited (physical,

knowledge, time, and training) while their needs are unlimited. Seeing the current developing reality, it cannot be denied that the movement of the global economy is increasingly being felt, so it is necessary to build competent and competitive human resources. Therefore, the need for entrepreneurship training cannot be postponed or ignored any longer. To implement entrepreneurship training as intended, one of the government agencies that can assist in building and developing entrepreneurial activities. From this entrepreneurial activity can improve skills and foster an entrepreneurial spirit in the community, especially in women's empowerment business groups that receive assistance from National Community Empowerment Program Independent. Human resources are needed to increase productivity. In this regard, prior training is needed to increase the productivity of human resources. In Indonesian, especially in Makassar City, there have been groups of small businesses that have been given training to improve their entrepreneurial skills. Because the richness and diversity of a nation which is so many and varied that it becomes a symbol of the nation's wealth, especially in Makassar City. In the entrepreneurship training that has been give by national institutions in which women's empowerment business groups join, can be a start in developing entrepreneurship skills.

Community empowerment is an issue that arises in the development approach when marginal communities need assistance in the process of strengthening the economy and socially in the context of people's welfare. The term empowerment has become very popular as an approach taken to strengthen society both socially and economically so that they can change and improve their position when dealing with economic conditions/household needs which are very influential physically and psychologically. The essence of empowerment is how the community has a bargaining position so that they become participatory and active actors in the development process, not just as objects of development. One form of empowerment is by participating in entrepreneurship training held by national institutions. Training is an activity designed to develop human resources through a series of planned identification, assessment and learning activities. This is done through efforts to help develop the capabilities needed to be able to carry out tasks, both now and in the future. This means that training can be used as a tool that works to improve organizational performance issues, such as effectiveness, efficiency, and productivity. Training is also a learning effort organized by organizations both government and non-governmental organizations or companies with the aim of meeting organizational needs and achieving organizational goals. Training as part of education that contains a learning process to acquire and improve skills in entrepreneurship, relatively short time and methods that prioritize practice rather than theory.

The description that has been described illustrates that entrepreneurship training is a process of helping trainees acquire entrepreneurship skills to achieve effectiveness in carrying out certain tasks, especially in entrepreneurship through the development of thinking processes, attitudes, knowledge, skills and abilities. Entrepreneurship training can be found through several institutions that provide training for small and medium enterprises, which will support and help generate income for a women's empowerment business group, as well as contribute to the country's economy. Based on the description above, the formulation of the problem related to this research is (1) how is the implementation of training for women's empowerment business groups in Makassar City?; (2) how are the entrepreneurial activities of women's empowerment groups in Makassar City?; (3) what factors hinder and support the entrepreneurship training of women's empowerment business groups in Makassar City?. Based on the formulation of the problem, the research objectives are (1) to find out the implementation of training in women's empowerment business groups in Makassar City; (2) to find out the entrepreneurial activities of women's empowerment groups in Makassar City; (3) to find out the factors that inhibiting and supporting the entrepreneurship training of women's empowerment business groups in Makassar City.

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## 2. METHOD

This type of research is qualitative research, research does not use statistical data in sample collection and data analysis. The data needed in this study is qualitative data using descriptive data, namely research that intends to make descriptions of situations or events in the analysis of entrepreneurship training in improving entrepreneurial skills in women's empowering business groups. On the other hand, in simple terms, it can be said that the purpose of qualitative research is to find answers to a phenomenon or question through the systematic application of scientific procedures using a qualitative approach. The research focus in this study is the analysis of entrepreneurship training to improve entrepreneurial skills. This research is qualitative descriptive research, namely research that aims to describe the state of the real object. This research was conducted in the women's empowerment business group in Makassar City. The description of the focus of this research is entrepreneurship training which consists of training implementation, entrepreneurial activities, and supporting and inhibiting factors in entrepreneurship training. The subject of this research is the women's empowerment business group in Makassar City. The business groups that joined the National Community Empowerment Program Independent which the researchers took as samples were 15 group heads. Data collection techniques Interviews, observations, documentation.

## 3. RESULTS AND DISCUSSION

### 3.1 Results

The process of extracting valid data needs to be determined by informants who have direct involvement with the Activity Management Unit for women's empowerment in Makassar City.

#### a. Implementation of Training for Women's Empowerment Business Groups in Makassar City

The implementation of the training that the Activity Management Unit mothers participated in was carried out by the National Community Empowerment Program Independent which included communities in Makassar City and researchers conducted in-depth interviews with the treasurer of the National Community Empowerment Program Independent, because he is the person who keeps the data of the business groups that joined the Empowerment Program Women in Makassar City. As for this matter, the National Community Empowerment Program Independent conducts training once a year which is discussed in relation to bookkeeping and financial records. After attending the training, of course there will be an influence on a business group that joins, such as affecting the income of the group's business, the motivation increases after attending the training, creativity in developing the business also appears, as well as the knowledge of the heads of related groups who have obtained in the training after which it is divided among group members. Interview with Hj. Julaeha Marzuki as treasurer of the Makassar City National Community Empowerment Program Independent.

#### b. Entrepreneurial Activities of Women's Empowerment Groups in Makassar City

##### 1. Business Income For Women's Empowerment Groups in Makassar City

After attending the training, of course there was an increase in income that the business group received. From the results of the answers from the informants at this point, they stated that the training they received could make their business even better than before. This was said by several sources that the researchers visited. Regarding business income, Dg Bau, the chairman of the SPP Suka Maju business group, stated on March 9, 2018, as follows:

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"The business income that has been occupied so far has increased, although not much, but after producing ketupat, the income earned has increased from the previous day"

2. Motivation in Entrepreneurship in the Makassar City Women's Empowerment Business Group

The motivation of the women's who joined the National Community Empowerment Program Independent was from things they did not know before regarding business development, and their motivation was also the lack of available jobs, so they took the initiative to develop jobs in their village. This was stated by an informant who was met regarding motivation, namely Rostina the chairman of the SPP Cahaya Mulya business group revealed on March 21, 2018:

"The motivation that comes is because every household need is fulfilled from business results, from that motivation it is necessary to sell products more actively, then motivate group members who participate in receiving funds from the National Community Empowerment Program Independent"

3. Creativity of Business Groups in Developing Business in Makassar City

Creativity in developing businesses in the village of women's who received training from the National Community Empowerment Program Independent, the creativity they want to develop in their products is by providing new innovations and adding to their businesses, this was stated by Rostina 21 March 2018:

"In addition to selling clothes, in this case we have to provide special training for mothers around the house to manage waste materials into multipurpose materials, such as making plastic flowers for sale"

The next informant's answer which was contradictory was expressed by Kartini on March 30 2018:

"As for the initiative to credit items such as clothing and household furnishings for mothers around the house"

4. Knowledge of Business Group Members on Training Provided by the National Community Empowerment Program Independent

The knowledge gained in the training held by the National Community Empowerment Program Independent must be shared or channeled to other group members, because those attending the training are the heads of each group, therefore the role of the group leader is very influential on the success of a business. this was stated by Ramlah March 30, 2018:

"As the group leader after attending the training, the group leader immediately contacts the group members to hold a meeting and discuss what the group leader has learned during the training held by the National Community Empowerment Program Independent"

The answers from the next informant by Sartika revealed on March 30 2018:

"Knowledge that has been obtained from the training is immediately conveyed to other group members, without waiting for a long time so that what is obtained can be immediately realized in their efforts"

c. Factors Supporting and Inhibiting the Entrepreneurship Training of Women's Empowerment Business Groups in Makassar City

1. Factors Supporting Entrepreneurship Training For Women's Empowerment Business Groups in Makassar City

The training that women's empowerment women's participated in in Makassar City which was held by the National Community Empowerment Program Independent and from the industry office for the business groups that took part in the training went well. However, there are still some obstacles in its implementation. Besides the obstacles, there are also aspects that support the implementation of training in the National Community Empowerment Program Independent, namely as disclosed by Hj. Julaela as treasurer of National Community Empowerment Program Independent stated on 7 February 2018 as follows:

"Factors supporting the training held by National Community Empowerment Program Independent went well, because we invited each business group leader to attend the training, and the training held by National Community Empowerment Program Independent was related to how to manage the funds provided, how to motivate group members to advance their business, and how to record finances"

2. Factors Inhibiting Entrepreneurship Training For Women's Empowerment Business Groups in Makassar City

Besides the factors supporting in entrepreneurship training, there are also the factors inhibiting in its implementation. This was factors inhibiting by Hj. Julaela in an interview on 7 February 2018 as follows:

"The factors inhibiting that arises in entrepreneurship training is the limited space to reach participants who should attend the training. So that only the group leader or his representative attended the training.

### 3.2 Discussion

a. Implementation of Training For Women's Empowerment Business Groups in Makassar City

The National Community Empowerment Program Independent conducts training once a year which discusses accounting and financial records. There was also training provided by the South Sulawesi industry office for the Cura Labba business group. After attending the training, of course there will be an influence on a business group that joins the Activity Management Unit, such as affecting the income of the group's business, increasing motivation after attending the training, creativity in developing the business also appears, as well as the knowledge of the relevant group leader that has been obtained in After that, the training was divided among group members. As mentioned by that training is any effort to improve worker performance in a particular job that is being responsible, or a job that is related to his job. Based on this, entrepreneurship training itself is widely used to explore or prove the theories they have received in training, so that they do not only know the theory, but also know how to apply the knowledge gained in everyday life.

b. Entrepreneurial Activities of Women's Empowerment Groups in Makassar City

1. Business Income

Income is an illustration of the economic position of the family in society because people who are engaged in a certain type of work including work in the informal sector or trade always try to increase income from the results of their business which are used to meet the needs of their family and as far as possible the income earned can increase the standard of living. Family life and also a positive impact on the business of a group that joins women's empowerment. Income according to Sukirno in Hendrik (2011), income is a very important element in a trading business, because in doing something you want to

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know the value or amount of income earned while doing the business, in this case there are two things that influence increased revenue.

## 2. Motivation in Entrepreneurship

The results of interviews with respondents, on average, entrepreneurs are very motivated in increasing their income. Due to the large amount of consumer interest that exists, mothers who start businesses by means of women's empowerment groups are eager to increase their income. The area where the researcher visited was lacking in job opportunities, so the biggest motivation in this regard was to create jobs and add knowledge related to entrepreneurship. Every entrepreneur is motivated though in a different form. Motivation is defined as a driving force for entrepreneurs to take action so that goals and expectations can be achieved. Herzberg in Rusdiana (2014), motivation is one of the success factors of entrepreneurs in completing their tasks. The greater the motivation, the greater the success achieved. The driving factors are also called factors that cause satisfaction, the presence of satisfaction will increase enthusiasm for carrying out activities.

## 3. Creativity of Business Groups

Creativity in the business group is a person's ability to create something new, both in the form of ideas and concrete works, both in the form of new works and combinations of existing things, all of which are relatively different from what has existed before. When talking about creativity in entrepreneurship, it can be linked based on theories from sources that researchers get. According to Cenny R Seniawan(2009), creativity is a modification of something that already exists into a new concept. Ministry of Education and Culture creativity is a mental ability and various types of distinctive human skills that can give birth to unique, different, original, beautiful, efficient, appropriate suggestions, and effective expressions.

## 4. Knowledge of Business Group Members

The knowledge gained by group leaders attending training held by the National Community Empowerment Program Independent will soon be realized for each group member who will develop their business. The training that has been held has only been running for three years, so the training that has been held has also only been held three times, from the training attended by women's empowering mothers, most of it is about how to record or record good bookkeeping for businesses, there is training related to how to manage SPP funds for business groups, and how to motivate members in business development. Regarding knowledge, it can be associated with several expert opinions, that knowledge is defined as the basis of truth or facts that must be known and applied in work. In running a business and improving existing businesses. According to Dun & Bradstreet, indicators that affect knowledge are quoted by Susi Hendriani & Soni A. Nulhaqim (2008), namely knowing your business, knowing the basic business management, knowing how to compete.

## 4. CONCLUSIONS AND SUGGESTION

### 4.1 Conclusions

Based on the results of the research and discussion that the researchers conducted, it can be concluded that an entrepreneurship training in improving entrepreneurial skills in women's empowerment business groups can be seen from:

- a. Implementation of training provided by the National Community Empowerment Program Independent and agencies such as the industry office South Sulawesi in improving

entrepreneurship skills is very influential, this can be said to be because the heads of the business groups who have attended the training really appreciate the knowledge gained, so that the group leaders who previously did not have good knowledge regarding sales, marketing and financial records, he wanted to share his knowledge as soon as possible it to the group members. In this regard, entrepreneurship training was also obtained from the industry office which involved Cura Labba business groups, so in this case entrepreneurship training was not only obtained from the National Community Empowerment Program Independent, but from other institutions entrepreneurship training could also be obtained.

- b. Entrepreneurial activities of women's empowerment groups in Makassar City were carried out well, when the business groups seriously participated in entrepreneurship training. Particularly the Cura Labba group who attended weaving training from the Department of Industry in Makassar City. So that the women's who attended the training were not bored and bored, because the National Community Empowerment Program Independent provided training in stages, training was often carried out after receiving funds from the National Community Empowerment Program Independent. Starting from financial recording training, training to motivate group members, and training to market their products.
- c. The empowerment of women's who receive funds from the National Community Empowerment Program Independent in increasing their entrepreneurial skills is very good, this is evident in terms of obstacles and the factors behind them wanting to develop their businesses are the curiosity of rural community mothers regarding marketing their products. So that the inhibiting factor in this case is the lack of knowledge they have, while the supporting factor is the cooperation spirit of entrepreneurial women's who have the desire that businesses in Makassar City can develop. From the Industrial Service which has also provided training to the Cura Labba group in developing weaving, the knowledge gained can be said to have developed, and in their business the group is able to compete with other business groups in their respective fields.

#### 4.2 Suggestion

In order to continue to support progress in general, progress in term of the Indonesian economy and specifically in the industry sector, training about entrepreneurship such as that held by National Community Empowerment Program Independent must be more massive because it has proven to have a positive impact on business groups.

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