

## Optimizing the Role of Women Through the Entrepreneurship Education Program at PKBM Arrahman, Talabiu Village, Bima Regency

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### Abstract

*Entrepreneurial Skills Education is an important program to improve entrepreneurial skills and knowledge, especially in the face of increasingly fierce economic competition. This program is designed to provide knowledge and skills and form an entrepreneurial attitude in participants, with the main goal of creating new business opportunities and improving community welfare. One of the PKW implementations was carried out at PKBM Arrahman in Talabiu Village, Woha District, Bima Regency, which focused on sewing skills training. This training aims to empower women by providing practical skills in sewing, which can be used to open an independent business or increase job opportunities. The training activities, which take place from August to October 2024, involve various learning methods including lectures, socialization, and practical training. With an approach that includes business opportunity identification, entrepreneurial learning, and business mentoring, this training equips participants with technical knowledge of design, material selection, cutting techniques, and fashion finishing. The results of the training showed an improvement in the sewing skills of the participants, which can now produce better quality products and reduce dependence on outside services. This training also has a significant impact in reducing unemployment in Talabiu Village, increasing community enthusiasm for entrepreneurship, and encouraging the opening of new businesses. However, for long-term success, it is important for participants to be more disciplined in financial records and pay attention to managerial aspects. Overall, this training not only improves technical skills but also has a positive economic impact on society, with the potential to operate optimally and sustainably in the future.*

**Keywords:** Women's Empowerment, Education, Entrepreneurship, PKBM

### INTRODUCTION

Entrepreneurial activity is an economic component and is a means of meeting the basic needs of society. Facing an era of increasingly fierce competition, a person is required to have a high entrepreneurial spirit so that they can run their business well. The right mental attitude towards work is very important. Successful entrepreneurs enjoy their work and are totally dedicated to what they do. Their positive mental attitude turns their work into exciting, interesting and fulfilling work.

Entrepreneurial Skills Education (PKW) is an educational service program through courses and training to provide knowledge, skills and entrepreneurial attitudes in accordance with the needs and business opportunities that exist in society. The aim of organizing the Entrepreneurial Skills Education Program (PKW) is to provide students with entrepreneurial knowledge, provide students with skills in the field of goods/service production, instill an entrepreneurial mindset and attitude in students, and encourage and create Start new

businesses through courses and training supported by the business and industry world, business partners and related agencies/agencies, so as to create job opportunities.

Entrepreneurship skills education is carried out using the following approach:

- a. Identify business opportunities
- b. Entrepreneurial learning and skills
- c. Mentoring and starting a business.

One of the self-help institutions that operates in the field of community development, especially to improve the quality of human resources, is the Community Learning Activity Center (PKBM).

The Arrahman Community Learning Activity Center (PKBM), located in Talabiu Village, Woha District, Bima Regency, is an institution that was born from the idea of awareness of the importance of the position of the community in the process of developing non-formal education, therefore PKBM in the community is very helpful in improving the quality of human resources. through the world

of education. PKBM has several types of Entrepreneurial Skills Education programs, the aim of this activity is to provide counseling and training to participants on how to measure, make patterns and sewing techniques correctly.

One of the entrepreneurial skills education programs (PKW) at PKBM Arrahman is sewing skills because sewing has a high boost to the community's economy with abundant resources and is supported by high production and marketing development selected according to local potential.

The sewing program is held so that people have the ability to make their own clothes. People can use these sewing skills to find work, use it themselves or open an independent business.

Women's empowerment is one of the main keys in efforts to eradicate poverty and improve community welfare. In many areas, including in Talabiu Village, Woha District, Bima Regency, women often face significant challenges in accessing adequate economic and educational resources. Although their contribution to the family and community economy cannot be underestimated, their access to entrepreneurial opportunities is still limited.

Entrepreneurship education has proven to be an effective tool in empowering women, providing them with the skills and knowledge necessary to start and manage small and medium-sized businesses. These programs not only improve women's technical and managerial skills, but also increase their self-confidence and open up new opportunities in the job market.

In Talabiu Village, although there is great potential for local economic development, many women are still hampered by limited knowledge and skills in the field of entrepreneurship. Lack of access to structured entrepreneurship education results in their low participation in productive economic activities.

## METHOD

The training activities are designed to equip the community, especially the people of

Talabiu Village, with sewing skills and entrepreneurial knowledge. The training was carried out in collaboration between PKBM Arrahman, the Bima Regency Youth and Sports Education Service and Mbojo Bima University. Training is carried out at PKBM Arrahman Talabiu Village for 3 months, namely August to October 2024.

The method of approach used during service to partners is by conducting lectures, outreach, training, guidance and assistance to clothing tailors who are partners. Measuring changes in partner behavior can be seen from the behavior of partners who have become accustomed to and are able to produce clothing in an efficient manner and with good quality, and motifs that suit market tastes, but still adhere to culture.

Partners become aware of techniques for carrying out effective and efficient production activities. Through this service activity, partners are also expected to have an entrepreneurial mentality and be able to increase their sales and network after being given training.

In implementing this service, service partners are expected to make the following contributions:

- a. Partners are willing to take part in all forms of training and intend to change the way they work to be more efficient and effective.
- b. Partners are also willing to take part in training for clothing tailors in calculating total income, knowing the factors that determine the amount of sales income.
- c. Partners are able to calculate total costs and know how to minimize production costs and are able to calculate profits per piece of clothing and total profits per month.
- d. Partners are willing and determined to build entrepreneurial character in order to change work patterns, so that clothing sewing work can be completed on time as agreed.

## RESULTS AND DISCUSSION

One of these community service activities can provide additional understanding to village communities, especially mothers. By taking part in this activity, participants are expected to become new entrepreneurs by

opening a new and innovative small sewing industry and the results can be utilized as well as possible because it can give rise to new entrepreneurs in the world of the sewing industry, which can later become a new source of livelihood.



**Figure 1.** Photo with training participants after the opening ceremony

Before sewing activities are carried out, it is a good idea for sewing participants to be given various materials, one of which is material about Human Resource Development presented by the Mbojo Bima University Community Service Team. From the material presented, it can be concluded that paying attention to all the resources you have will certainly make your business better and of better quality, because the function of HR development itself is to increase productivity, reduce damage to products, and work can run efficiently.

Furthermore, sewing training is taught by invited instructors. The material taught is: 1. Determining the design and analysis; 2. Select, examine and consider materials; 3. Analyze how to design materials and prices; 4. Classify equipment for sewing; 5. Differentiate the cutting tools used in cutting; 6. Identify the place and tools that will be used in the clothing manufacturing process; 7. Distinguish the signs of pattern after cutting the material; 8. Explain and understand how to use marking tools and how to transfer pattern markings, and 9. Carry out the process of finishing clothing that has been cut according to the design.



**Figure 2.** Making a Pattern

Cutting material using a cutting machine requires a different work area than cutting material using ordinary scissors which is done manually. Cut materials with ordinary scissors where needed simply by using a simple cutting table. Meanwhile, to cut material with a cutting machine, the location is adjusted to the type and size of the cutting machine used.



**Picture 3.** Cutting material

Designing materials is estimating the amount of material needed in the cutting process. The material design is needed as a guide when cutting the material. The way to make a material design is: 1. Make all the pattern parts that have been changed according to the design as well as the parts that are used as layers in a certain size such as 1:4 scale size; 2. Provide paper that is the same width as the width of the fabric that will be used in making the clothes in the same scale size as the pattern scale, namely 1:4; 3. The fabric replacement paper is folded in half according to the length of the fabric and the pattern parts are arranged on the paper. First arrange the large pattern parts and then the small patterns so that they are more effective and efficient; and 4. Calculate how much fabric is used after the pattern has been marked with pattern and seams.



Figure 4. Sewing process

Sewing is the process of joining together parts of fabric that have been cut based on a pattern. The sewing technique used must be in accordance with the design and material because if the technique is not correct then the results obtained will not be of high quality. The steps taken in the sewing process are as follows: 1. Prepare the necessary sewing tools such as a sewing machine complete with ready-to-use components and hand sewing tools such as hand needles, pins, irons, etc.; 2. Execution of sewing. Finishing is the final finishing activity which includes inspection (*inspection*), cleaning (*trimming*), ironing (*pressing*) as well as folding and packaging. The goal is to make the clothes look neat and clean. This activity is carried out after the sewing process with a machine. Examination or inspection is an activity that determines the quality of the stitching results. In this inspection activity, thread remains are removed and clothing parts are checked to see if there are errors in sewing or sloppy stitching such as wrinkled parts, unstitched parts or sloppy clothing parts. After carrying out this inspection, the clothes with good results and those with bad results are separated. Clothing that is not of good quality is usually returned to the production department for repair. The next step is cleaning (*trimming*). This activity is carried out specifically in the quality control section where the remaining threads are thrown away and clothing accessories such as buttons and other equipment are attached. Clothes that have been cleaned proceed to the ironing section (*pressing*). The ironing referred to is the final ironing before the clothes are labeled and packaged. This pressing aims to remove wrinkles and smooth unwanted creases, create desired folds, add neatness and

beauty to clothing and to provide a final finish to clothing after the manufacturing process. Some people use steam irons and some use special pressing machines. Ironing is a job that must be done very carefully because it carries a high risk. For this reason, the temperature needs to be adjusted according to the type of material such as linen, cotton, wool, silk, etc. When pressing, it is necessary to control things such as the evenness of the material and layers and the pressing results should not be wrinkled or uneven. Clothes that have been pressed are then labeled and packaged.

The training provided is actually very effective because it is carried out while simultaneously using the necessary machines or supporting equipment. In this case, sewing, embroidery and overlock training can be easily understood and implemented by service partners. The stitching results look neater, you can do the fabric yourself without having to hire someone else to do it.

This sewing entrepreneurship training activity can reduce unemployment in Talabiu Village. The community found this activity interesting because they had never previously received an activity in the form of sewing entrepreneurship training. Participants took part in the training enthusiastically because they had the view that they could also become entrepreneurs by utilizing these skills.

By increasing partner production and productivity, their income will also increase. However, partners must be more disciplined in recording their bookkeeping. Because sometimes there are costs that partners don't or forget to record. So, the calculation of profit loss from the sewing service business that is being run is inadequate or incorrect.

The ability to know and obtain the latest models seems to be well understood by partners. So that service partners will be able to sew clothes with the latest models or *up to date* according to consumer tastes.

## CONCLUSION

The opening activity for sewing entrepreneurship training shows a strong commitment to empowering local communities. This event was officiated by the

Head of the Bima Regency Youth and Sports Education Service, who in his speech explained the significant benefits of this program. He emphasized that it is hoped that this training will foster new skills for village mothers, encouraging them to become creative entrepreneurs by starting small, innovative sewing industries. This aims to create new livelihoods and improve local economic prosperity.

During the training, participants received valuable material on Human Resource Development (HR) which emphasized the importance of efficiency and quality in the sewing business. The training material covers various practical aspects such as design, material selection, cutting techniques, and the clothing finishing process. This learning is carried out using appropriate tools and machines, providing an in-depth understanding of effective and efficient sewing techniques.

This training has proven effective in improving participants' skills. With comprehensive sewing training, participants are now able to produce better quality stitches and reduce dependence on outside services. The results of this training can be seen in the increased neatness of stitches and participants' ability to use various sewing equipment.

This sewing entrepreneurship training also has a positive impact in reducing the unemployment rate in Talabiu Village. The community showed high enthusiasm for this training because they had never had a similar opportunity before. This training provides participants with a new perspective that they can utilize their sewing skills to start their own business.

However, to ensure long-term success, service partners need to be more disciplined in recording financial bookkeeping. Several challenges such as costs that are not recorded properly can affect the calculation of profit and loss from a sewing business. In addition, participants have demonstrated the ability to keep up with the latest model developments, which is important to meet consumer tastes.

Overall, this training not only improved participants' technical skills but also had a

significant economic impact on the Talabiu Village community. In the future, more attention is needed to managerial aspects and financial recording so that businesses can operate more optimally and sustainably.

## SUGGESTION

1. Improved Managerial Skills: In addition to technical sewing skills, it is important to provide training on business management, including business planning, financial record keeping, and marketing strategies. This will help participants manage their businesses more effectively and efficiently. Hold regular workshops on how to record good finances, cash flow management and profit and loss calculations to ensure that participants can manage their business finances well.
2. Network Development and Marketing: Assist participants in identifying and accessing markets for their products through exhibitions, bazaars, or *platform e-commerce*. Helping them build a wide business network can increase sales opportunities. Provide training on digital marketing and using social media to promote their products online, which can increase market reach and sales.
3. Mentoring and Mentoring: Implement a mentoring program where participants can get guidance from experienced entrepreneurs. This will help them gain practical insights and solutions to the challenges they face in their ventures. Conduct regular visits to provide direct guidance and feedback on participants' business developments, as well as provide specific suggestions for improvement.

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