

# Training for Coconut Waste Craftsman in Entrepreneurship in Entrepreneurship

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## Abstract

In developing countries poverty is an acute social problem in society. Each village has different potentials, regional conditions, and community characteristics. The point is that each village has characteristics that are different from other villages. For this reason, in an empowerment effort, the local village community must be more involved in these activities. Because the community knows more about the potential and conditions of their village. The government only acts as a facilitator supporting the empowerment program. Training is not only the responsibility of the government, because the subject of empowerment is the village community itself. The method used is a qualitative method. The results of this study are to improve the community's economy and promote crafts made from coconut waste so that they are accepted by the general public as well as increase knowledge in increasing the ability and independence of the community in improving their standard of living for a better implementation of training and development programs that function as a process of transforming knowledge and skills in processing traditional handicrafts made from coconut waste.

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## Keywords

Training, Independence

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Poverty is an acute social problem in society. As in Indonesia itself, poverty is a social problem that is always relevant to study. The poor must of course receive attention from the government by providing guarantees to continue their lives through an empowerment study that will raise people from poverty to be even better by strengthening the potential or power possessed by each community. This process is directed so that every community empowerment effort can increase community capacity (capacity building) through the accumulation of capital sourced from the resulting surplus, which in turn can also create income that is ultimately enjoyed by all the people. And this transformation process must be driven by the

community itself. Empowerment of micro, small and medium enterprises (MSMEs) and cooperatives in Law no. 20 of 2008 is a strategic step in improving and strengthening the basis of the economic life of the majority of the Indonesian people, thus efforts to empower MSMEs must be planned, systematic and comprehensive both at the macro, meso and micro levels which include:

(1) creation of a business climate in the framework of opening up business opportunities as wide as possible, as well as guaranteeing business certainty accompanied by economic efficiency

(2) development of a business support system for MSMEs to increase access to productive resources so

that they can take advantage of open opportunities and potential resources, especially available local resources. (3) entrepreneurship development and competitive advantage for small and medium enterprises (SMEs); And

(4) empowering micro-scale businesses to increase the income of people engaged in economic business activities in the informal sector that are micro-scale businesses, especially those with poor family status.

In the opinion of experts regarding the meaning of training, Bedjo Siswanto (2000, p. 141) suggests the following:

Education and training management as a whole includes the functions contained therein, namely planning, organizing, controlling and evaluating general activities and skills training, as well as special education and training for employees. .

According to Mardikanto (2013, p. 161) the empowerment approach can also be formulated by referring to the basic philosophy and principles of empowerment, namely "participatory approach, welfare approach and sustainable development approach".

Based on the explanation above, that in every empowerment process, the need for community participation is a manifestation of awareness and concern as well as community responsibility for the importance of empowerment, which aims to improve their quality of life.

Family and community leaders are the supporting capacity of the empowerment process to make the empowerment process successful. Related to this, the improvement of community capabilities that can be pursued through empowerment is prioritized on entrepreneurial attitudes, professionalism and independence. On the job training is a short-term education to teach knowledge and skills needed to carry out their duties and responsibilities, so that employees contribute to the agency. Then the ability of the skills that have been obtained are applied in his work and continuously improve the quality of his work.

The low number of people who have an entrepreneurial spirit in Indonesia is partly due to a lack of knowledge about entrepreneurship, a work ethic that does not value hard work. In this case, a good mental attitude in supporting development, especially economic growth, needs to be instilled in the individuals of each community. Village people still depend on the agricultural sector for their lives, and depend on nature (season). Development of the potential of natural

resources and human resources is still very minimal.

Each village has different potentials, regional conditions, and community characteristics. The point is that each village has characteristics that are different from other villages. For this reason, in an empowerment effort, the local village community must be more involved in these activities. Because the community knows more about the potential and conditions of their village. The government only acts as a facilitator supporting the empowerment program. Training is not only the responsibility of the government, because the subject of empowerment is the village community itself. PKBM Brilliant West Java in Campaka Village, Cigugur District, Pangandaran Regency has prepared and pioneered the implementation of an Entrepreneurship training program to increase entrepreneurial independence. As a support for these activities, PKBM Brilliant cooperates with professional craftsmen to increase the ability of craftsmen to provide knowledge on how to make good and attractive crafts made from coconut waste.

The main service is how to empower the community by providing an understanding of how to foster independent entrepreneurship with entrepreneurship training and skills in making crafts, so as to make products of high value.

Based on the problem identification above, the research problems are formulated as follows:

1. How is the training plan for traditional craftsmen made of coconut waste at PKBM Brilliant Jabar?
2. How is the training program for craftsmen made from coconut waste at PKBM Brilliant Jabar?
3. What are the results of the training program for traditional artisans made from coconut waste in increasing entrepreneurial independence for the people of Campaka Village

## Research Methods

The method used in this research is a qualitative approach by prioritizing participatory observation, interviews and documentation which aims to obtain an overview of learning discussions to improve the community's economy and promote crafts made from coconut waste so that they are accepted by the general public as well as increase knowledge in increasing the ability and independence of the community in improving standard of living to be better.

## Results and Discussion

Training Model for Traditional Craftsmen Made from Coconut Waste in Entrepreneurship

The Traditional Craftsmen Training Model made from coconut waste organized by PKBM Brilliant Jabar uses a 3-step model, namely the planning stage, the implementation stage and the evaluation stage. In the planning stage the steps taken are (1) identification of training needs, (2) determination of program objectives, (3) determination of curriculum, (4) determination of material and material syllabus, (5) determination of training methods, (6) determination of learning media, (7) recruitment of participants, (8) determination of speakers.

At the implementation stage of the training carried out are . (1) determining the place and time of the training, (2) determining the training facilities, (3) delivering the materials, (4) controlling the training. At the evaluation stage, it includes (1) implementation evaluation, (2) speaker evaluation, (3) participant evaluation.

### Training planning

The training planning process, especially regarding problem identification, is carried out by PKBM Brilliant Jabar by estimating the needs of the training participants, and coupled with marketing interviews with clients or companies that will send training participants. programs to be implemented. The planning for retirement training organized by PKBM Brilliant Jabar is always based on the results of an analysis of the identification of the needs of training participants for Traditional Craftsmen made from coconut waste. The design of the training program for Traditional Craftsmen Training made from coconut waste uses planning steps through three stages, namely the first stage is preparation for compiling a training program including identification of training needs assessment, formulation of training objectives, and recruitment of trainees. The second stage is to determine the training objectives, methods, training materials and learning media, the third stage is to determine the schedule of activities, training facilities and sources of funds used to finance the entire process of this training activity.

Planning for the implementation of the Traditional Craftsmen Training program made from coconut waste

is carried out with the aim of obtaining a clear picture of the overall implementation of the training program. Planning will direct the implementation strategy to the training objectives, training outputs and outcomes.

### Organization of training

This training for Traditional Craftsmen made from coconut waste uses a training approach that collaborates the training atmosphere with everyday life, namely a learning process that comes from experience or learning while working which is commonly called learning by doing. Therapeutic approach is also provided so that participants can directly experience the benefits of the training, especially psychological materials. Entrepreneurial material participants were given examples of businesses that were easy to run and guided by presenters from entrepreneurs not from workers, so that the material presented was practical and easy to apply.

The results of the observations made by the researchers can be stated that the implementation of the Traditional Craftsmen Training made from coconut waste has been carried out according to the provisions previously formulated in the training plan. This situation can be seen from the smooth running of the training program and the testimonials from the training participants who stated that the training was very good and useful for them.

### Training evaluation

Evaluation of the training aspects that are evaluated in this training are evaluation of activity programs, places, facilities, facilitators, materials and presenters, while the evaluations carried out on participants are not carried out specifically. Entrepreneurship training programs for the retirement preparation period as a whole have been carried out correctly according to training procedures even though there are deficiencies in the training evaluation process.

2. The Learning Process for Traditional Craftsmen Made from Coconut Waste in Entrepreneurship

The training learning process in this training uses an adult learning approach with approaches to contextual learning and participatory learning.

The pattern of learning carried out in this training does not only pay attention to the methodology. They are also very concerned about the class atmosphere, class arrangement, visual aspects and learning media. Organizers really understand the concept of learning

that can be accepted by the brain, namely visual, kinesthetic and auditory. This learning process is combined with participatory learning methods where participants are actively involved in each activity, while the subject matter is conveyed in a contextual learning style, so that this process really helps participants to understand lessons more quickly.

The learning strategy used is, customer focus, namely the organizers are very concerned about customer satisfaction, both grab your audience, namely this training is designed in such a way that the participants are immediately immersed in the training material. Learning is complemented by the sounds of music to accompany the training material.

The next strategy is transplantation learning. This learning concept is used to deal with short learning times, but they must be able to do business, namely the partnership model and the speakers must also be entrepreneurs, not workers. Another learning strategy is learning therapeutic, in which participants are given direct therapies not only with theories regarding emotional control but are directly treated with hypnotherapy and Emotional Freedom Technic approaches.

3. Learning outcomes on changes in knowledge, attitudes and skills.

Training carries out a change in knowledge, attitudes and skills, from not knowing to knowing, from not being able to being able to be able. The training participants are given various materials and also enlightenment about entrepreneurship, in the learning process it is complemented by a counseling approach one by one the participants carry out business counseling, this is done to provide new knowledge and strengthening in entrepreneurship.

The results of observations and interviews with the trainees found that they were very enthusiastic about following all the material presented, and they also received positive enlightenment. The results of the interviews revealed that some of them had just learned about entrepreneurship this time, because previously they had only received seminars or training that were only related to their work.

## Conclusion

This study shows that the training model for artisans made from traditional coconut waste that has been

implemented by PKBM Brilliant Jabar is close to the truth of the theory, because it has gone through systematic stages based on the needs of the training system.

The training process pays attention to learning steps, there are eight steps that must be considered in learning, especially in training, (1) identification of learning needs, (2) learning objectives (3) learning curriculum, (4) learning materials, (5) learning methods, (6) learning media, (7) facilities and infrastructure, (8) learning evaluation. The following are some notes that are the author's recommendations for training organizers. The existing time allocation should be for organizers to make training schedules and scenarios that can be understood by all parties, and in the training scenario if there are changes it will not damage the event as a whole. The portion of the activities in this training is full of material so that there is very little time for practice, during business visits and practice it seems more recreational as long as it meets the target, so the author recommends setting up material and practice in a more balanced way.

The training component consists of organizers, presenters and training participants, all of which are part of the training process component, so that all of these components must be evaluated, in order to see how far the time efficiency and effectiveness of the training are towards positive behavior changes in accordance with the training objectives.

Evaluation of entrepreneurship training is much better, if apart from evaluating changes in attitudes and behavior, it also evaluates the extent to which participants have the ability to start a business and develop their business, if in entrepreneurship training they make products, then the products produced should also be evaluated, whether they have selling points or not, whether the products produced by the training participants sell well in the market or not. Evaluation like this can provide input to Muvi Consulting as the organizer to carry out a thorough evaluation properly. From this evaluation data can also be used to make decisions to improve the implementation of the next training. The material presented is accompanied by concrete examples or in everyday life, for training simulations should really be adjusted to the purpose of the training and always pay attention to time. So that the core time portion of the material presented is not taken up too much by training simulations. Learning for adults is largely determined by the atmosphere of familiarity between the

trainer and the participants, so that long before giving the material the trainer should first build familiarity with the training participants. Learning with music accompaniment is to provide a comfortable atmosphere and the presenter pays attention to participants who don't like the sound of music, because this music can interfere with the concentration of trainees learning

This entrepreneurship training was only carried out in an effective time of 5 days, of the amount of time used to provide entrepreneurship learning from a very limited time perspective. Make the best use of time, it is best if the participants choose to concentrate on studying, for that office work is delegated first to their staff, or give it to their superiors so they are given a substitute who will work on their office activities.

The training method that is held is very good, namely by forming partnerships with entrepreneurs so if you want to continue learning that is more detailed and more technical, it is much better if the learning residents take part in an advanced program organized by PKBM Brilliant Jabar.

The follow-up program is very important because the materials prepared are the right material for novice entrepreneurs. This program is held to complement the previous training, and serves to guide the stages of starting a business.

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