

FINAL REPORT COMMUNITY INVOLVEMENT PROGRAM
“Empowering Community of Mothers in Bintaro”



By :

Muhammad Anas Syauqi 22111009
Sultan Arrafi Nuryan Quevara 21111021

Mentored By :
Yulita F. Susanti.Ph.D

UNDERGRADUATE PROGRAM OF BUSINESS ADMINISTRATION
IPMI INSTITUTE
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CERTIFICATE OF APPROVAL

Name & Student ID : Muhammad Anas Syauqi (22111009)

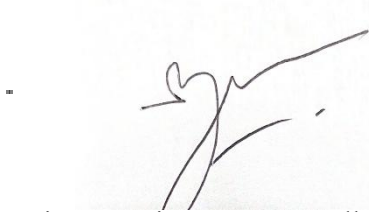
Sultan Arrafi Quevara (21111021)

Topic : Empowering Community of Mothers to Learn and to Maintain Business

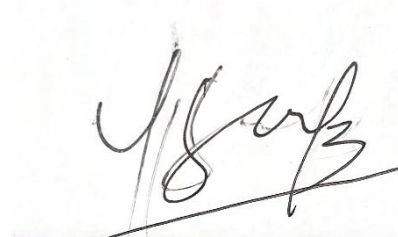
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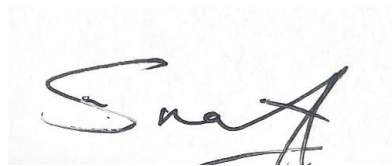


Dr.Liza Agustina Maureen Nelloh, SE., MM, CDM



Ir. Yulita F. Susanti, M.Sc Ph.D

Acknowledged by,



Sidrotun Naim, MPA., Ph.D
Director of Academic
Affairs

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Also, this work is being submitted in partial fulfillment of the requirements for the degree of Bachelor of Management Program and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 29 October 2024



Muhammad Anas Syauqi R



Sultan Arrafi Quevara

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ABSTRACT

The Community Project Involvement initiative seeks to build community ownership through action and concrete benefits. This report pays particular attention to the activities aimed at supporting and enhancing the community of mothers from the Bintaro area. The program was developed into three big sections: (1) Gathering and Sharing where participants shared their stories and common problems that need to be solved, (2) Workshop on Product Creation where the participants started up by making beaded bracelets and could later grow into creative business ventures, and (3) Business Development Training, encompassing the basic knowledge required to start, operate and grow a business. Like this, the project not only worked on the improvement of participants' skills but also equipped them with concrete means of enhancing self-sufficiency and elevating their poverty levels. The results suggest a conceptual framework for understanding how significant changes occur in developing the participants from concept to tangible entrepreneurship.

Keywords : Community Empowerment, Business Development, Mothers in Bintaro, Community Involvement.

1. INTRODUCTION

The Bintaro Community is situated in the city of South Tangerang in Indonesia. It is an active and heavily populated region that has many untapped opportunities with its strong women. There is a set of mothers within this society who are willing to assist their family in bringing money home by starting small businesses. Unfortunately, if they are optimistic about achieving their goals this way, most of these mothers are still kept out of the market by devastating barriers. They face these challenges mainly due to lack of adequate business education and knowledge as well as resources that would help them deal with those challenges. The ability of these mothers to effectively start and run a small business is hampered by the lack of business planning and understanding, production, marketing, sponsorship and advertising skills. This knowledge is important in forming and operating a small enterprise. Moreover, all of these factors, together with the fact that they do take care of their families and do not get support from outside, discourage them from seeking educational or training programs which in turn presents a barrier towards their economic liberty and growth.

This initiative addresses such problems through an enhanced focus on two main areas: Economic Empowerment and Entrepreneurial Education. The goal is to enable mothers in Bintaro to acquire the necessary prerequisites for achieving long term growth. The economic empowerment component targets the creation of income generating opportunities while the primary aim of the segment on entrepreneurial education is for the trainees to acquire skills that can be put to use in a variety of businesses.

As such this segment only serves as a foundation to the other areas. In this program, participants are taught how to make beaded bracelets, an inexpensive skill to acquire and practice by themselves. This is the first activity of product development as it enables the mothers to start their own businesses without interfering with their daily activities. In conjunction with that, they also serve other workshops insufficiently providing training in business essentials such as cost management, pricing and even marketing strategies. All these components help participants in developing self esteem as well as walking through the steps of establishing a small business.

This particular initiative has a diamond of a goal that helps mothers acquire the skills needed to start a small business. At the end of the program, the participants would have not only mastered the art of making beaded bracelets but also comprehended the basic principles of business. This two-pronged approach is hoped to allow them to become economically independent, be self-sufficient, and set examples in the society so that there is a chain effect in the whole locality

2. METHODS

The methodology of this program was carefully considered to address the challenges faced by the mothers in Bintaro. Three phases were used to implement the program: Gathering and Sharing, Workshop on Beaded Bracelet Making, and Business Development Training. Different techniques were applied to ensure maximum engagement, practical knowledge and implementation in each section.

2.1 Introduction and Gathering :

The first part was focused on building trust and engaging a sense of togetherness among participants. We used a method of informal group discussions and interactive sessions where mothers could share their personal experiences, challenges, and aspirations. These conversations were led by us to pinpoint shared obstacles, including insufficient resources and limited time due to personal commitments. Participants felt more comfortable and motivated due to the relaxed atmosphere, which provided a solid foundation for the next sections. Workshop on

2.2 Pre Workshop Session :

After we know what their experiences and challenges are. And Before launching the workshop, me and Ms. Yulita discussed the workshop's overall structure. Initially we wanted to find an experienced beaded bracelet maker who would be able to teach all the participants in the workshop session, but then Bu Yulita offered herself to reduce cost structure and to become the mentor of the workshop since she has the experience and the knowledge on how to make quality bracelets. And then we strategized the method and essential tool we needed for the next session to ensure all the participants could learn how to make bracelets comfortably and effectively.

2.3 Workshop Session:

Step by step learning method is conducted to teach participants how to make beaded bracelets. The process was broken down into manageable stages by us who provided live demonstrations to help participants overcome the initial challenges of handling complex materials and following complicated patterns. Participants were observed closely and received personalized feedback to reinforce their learning. Through the

use of an interactive approach.

2.4 Business Development Training:

During the training, participants were introduced to basic business principles. We presented a range of interactive materials that covered cost analysis, pricing strategies, and target markets. We added examples and real life situations to show how these ideas relate to their bracelet making projects, such as Subway on which they differentiate their brand from other competitors to make its own uniqueness. To illustrate, participants were instructed in exercises to determine the cost of materials for a single bracelet and establish if the selling price is competitive but profitable. These exercises were effective on financial concepts and facilitated the understanding of cost control and profitability.

3. RESULT AND DISCUSSION

3.1 Result

The program had a large number of enthusiasts as participants, who joined the program and actively participated in it until its completion. They did face challenges, but most felt able to deal with them. To some extent, the mothers felt excited and nervous since very few had experience of such a program intended to impart certain skills. The initiative yielded various outcomes, the most notable including those relating to skill acquisition, absorption of the requisite knowledge and skills, involvement in the community, and provision of business opportunities within the digital space.

During the workshop sessions, most participants found difficulties in making beaded bracelets, because they have never done such activity before, so it was a challenge for them. Other problems included small pieces of materials, patterns to be followed, and the design's precision needed to reach a required level of quality. These hitches were particularly conspicuous in the five or six sessions at the beginning when practices were limited and many had started to be annoyed with the whole program. But with regular training, support and presence of the mothers during practice sessions, the mothers began to learn the skills followed by sessions where they assisted the facilitators. By the close of the program, every participant could make a bracelet which they were able to wear or give out

The business development sessions were effective in addressing gaps in fundamental business knowledge. Those taking part in the event were interested in learning about pricing methods, entering the market for products, cost structure and digitalization, many of whom had never been familiar with any form of business. We provided them guidance on the creation of an online store, by teaching participants how to use digital channels for product promotion and sale

3.2 Activity Implementation

This program was divided into three primary sections, each of which was designed to build on the previous one, offering a comprehensive learning experience that combined theoretical knowledge and practical applications.

Gathering and Sharing:

In the first part, they worked to build a sense of togetherness and establish trust within participants. During these sessions, the mothers came together to talk about their own lives and experiences. The discussions demonstrated a common interest in starting a business and learning new things, but they lack the knowledge and experiences. Furthermore, this phase acted as an opportunity to break things and get the team ready for the next challenge.



Figure 3.1. Gathering and Sharing sessi

Workshop on Beaded Bracelet Making:

In the second session, we taught them a useful skill in making beaded bracelets. This was chosen for its low cost, availability and flexibility. The early classes taught participants simple techniques such as selecting beads, threading and making patterns. Participants found it challenging to improve as the designs in these sessions became more intricate. To ensure everyone could keep up, we provided step by step demonstrations and individual support. By the end of this section, participants had not only mastered the craft but also gained the ability to innovate and personalize their designs, adding value to their products.



Figure 3.2. Workshop Session



Figure 3.3. Workshop Result

NO	ESSENTIAL TOOLS
1	Beads
2	String
3	Beading Needles
4	Bead Mat
5	Pliers
6	Bead Board

Table 3.1. Essential Tools for Bracelets making

Business Development Training:

The last segment aimed to educate participants on the necessary skills to turn them into profitable enterprises. Financial literacy, cost analysis, pricing strategies, marketing techniques, and target market identification were among the topics covered. To make the learning process engaging and relatable, practical exercises were included, such as exemplifying on how to make a business has its own uniqueness. We provided a comprehensive overview of digitalization, including the creation of online stores through Instagram (initially was Shopee but there's ID needed) and the use of social media for marketing. Participants were prompted to envision their business objectives and devise practical approaches to achieve them.' In this part, a sustainability talk was presented to emphasize the importance of reinvesting profits and keeping up with market changes.



Figure 3.5. Business Development Training Session

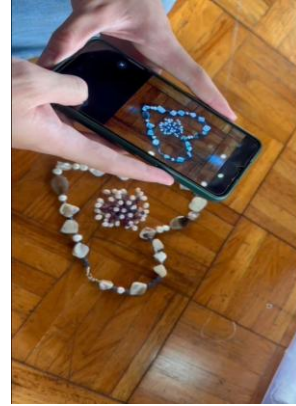


Figure 3.6. Digitalization



Figure 3.7. Online Store Opening

3.3 Discussion

Through its Community Project Involvement program, the results demonstrate that intentional community involvement can result in significant change. It addressed both skill development and entrepreneurship education; in other words, it addressed the issues of economic empowerment and capacity building. Participants who selected the practical skill of making beaded bracelets were able to see immediate results, which motivated them to achieve more and feel more accomplished.

Another reason for its success was the program's emphasis on community building. The sharing and group discussion facilitated communication and interaction, making it easy for participants to express themselves and gain knowledge. This solidarity was not limited to the program itself, as many participants expressed interest in forming support networks or collaborative business ventures.

Another key factor was the advent of digitalization, which allowed participants to create online stores and use social media to expand their customer base. The expansion not only increased their business prospects but also equipped them with contemporary proficiencies that are vital for survival in the current market. Participants in the program were better equipped with digital tools to improve their businesses' resilience and competitiveness.

But the show also highlighted areas where improvement is needed. Early challenges faced by participants in the workshop sessions emphasize the need to provide sufficient assistance and maintain appropriate pace for content to meet their learning curve.

4. CONCLUSION AND RECOMMENDATION

4.1 Conclusion

By integrating digital business with skill learning, entrepreneurial education and Community Project Involvement program the mothers of Bintaro were able to achieve significant success. The program successfully resolved several significant issues that the participants encountered, including limited resources, lack of business expertise, and constraints on time allocated for household tasks. By incorporating themes such as Gearing and Sharing, Beadwork Workshop, and Business Development Training, the program provided participants with an integrated learning experience that allowed them to develop practical skills, boost their self-assurance, and formulate actionable business plans.

Specifically, the inclusion of digital tools and eCommerce platforms significantly enhanced the participants' ability to penetrate wider markets and sustain their operations. Additionally, Upon completion of the program, participants demonstrated a clear comprehension of basic business principles, produced high quality bracelets, and acquired the knowledge to manage their entrepreneurial endeavors both in person and through the internet.

4.2 Recommendation

First, regular follow-up sessions should be arranged to keep track of progress, provide ongoing mentorship, and address emerging challenges in entrepreneurial endeavors. Additionally, creating a community group or forum would enable individuals to share their experiences and ask for advice while also working together on joint projects, which would foster enduring support.

Another area that needs improvement is improved digital integration. The participants could try more training on more advanced digital marketing methods, conducting more marketing strategies and expanding their brand on more platforms to enhance their online store's effectiveness.

By expanding into more digital marketplaces, online retailers could expedite the creation of professional-sized stores and expand their customer base. Also It is important to have flexible scheduling in future programs to accommodate participants' home maintenance. Provided that are recorded sessions or other schedules, participation could be improved. Furthermore, providing childcare support during sessions could alleviate logistical challenges for mothers.

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APPENDIX

KUESIONER *POST-TEST COMMUNITY INVOLVEMENT PROGRAM*

KELOMPOK BINTARO

Nama Responden : Iip Saripah

Umur : 64

Kuesioner		
No	Pertanyaan	Jawaban
1	Apa kesan pesan Ibu terhadap Program <i>CIP</i> yang telah dilakukan?	- Menjadi lebih kreatif - Menambah ilmu untuk jualan - Ingin meneruskan ilmu ke anak cucu

Nama Responden : Maryati

Umur : 51

Kuesioner		
No	Pertanyaan	Jawaban
1	Apa kesan pesan Ibu terhadap Program <i>CIP</i> yang telah dilakukan?	- Menambah kegiatan yang bermanfaat - Menambah kreativitas untuk membuat produk-produk baru - Menambah ide usaha rumahan - Dapat menambah penghasilan
2	Apakah program yang sudah dilakukan bermanfaat?	- Sangat bermanfaat

