

PROMOTING THE INTERNET IN RURAL AREAS THROUGH TRAINING FOR STUDENTS OF SMA HKBP DOLOK SANGGUL

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ABSTRACT

Women, especially housewives, hold a number of central functions in the family and are important economic resources. Empowerment of women is very important because it can create conditions, atmosphere, climate, which allows the potential to develop. The main priority of empowerment is the creation of independence. Self-empowerment efforts have also been realized by groups of housewives who are PKM partners, consisting of three people joined in the "SMA HKBP" and three people from the "SMA HKBP" located in, Dolok Sanggul. The objectives of this PKM activity are: 1) help empower groups of housewives who desire to become entrepreneurs; 2) help PKM partners in creating skills and comfort in community life through entrepreneurship; 3) improve thinking, reading and writing skills or other skills such as internet use. The targets of this program are: 1) the formation of a new business in the field of handicrafts from rope or thread curry (macrame); 2) availability of production support tools to produce creative macramé products; 3) there is an increase in knowledge and skills in producing various types of creative macaramé products and are in demand by consumers. The outputs of this program are: Entrepreneurship Module, Basic Financial Accounting Module, and Use of Technology, Information and Communication Module. The implementation method is carried out to achieve the purpose of community service through PKM activities through discussion methods, technical guidance/training, workshops, and mentoring. Through PKM activities, empowering partner groups to become entrepreneurs is expected to help empower groups of housewives who are PKM partners so that they can improve the welfare of families and surrounding communities in a concrete manner .

Keywords: *entrepreneurship, macrame, internet.*

ABSTRACT

Women, especially housewives, hold a number of central functions in the family and are a significant economic resource. Empowering women is crucial because it creates conditions, an atmosphere, and a climate that enable potential to develop. The primary priority of empowerment is the creation of independence. Self-empowerment efforts have also been recognized by the student group that is a PKM partner, consisting of three people who are members of the "SMA HKBP" Dolok Sanggul dasa wisma. The objectives of this PKM activity are: 1) to help empower student groups who aspire to become entrepreneurs; 2) to assist PKM partners in creating skills and comfort in community life through entrepreneurship; 3) to improve thinking, reading, and writing skills or other skills such as internet usage. The targets of this program are: 1) the formation of a new business in the field of crafts from rope or thread (macrame); 2) the availability of production support tools to produce creative macramé products; 3) the increase in knowledge and skills in producing various types of creative macramé products that are in demand by consumers. The outputs of this program are: Entrepreneurship Module, Basic Financial Accounting Module, and Technology, Information, and Communication Training Module. The implementation method used to achieve the objectives of community service through PKM activities is through discussion methods, technical guidance/training , workshops, and mentoring. Through PKM activities empowering partner groups to become entrepreneurs, it is hoped that it can help

empower student groups who become PKM partners so that they can improve the welfare of their families and surrounding communities in a concrete manner.

1. INTRODUCTION

Women, especially students, hold a number of central functions within the family and are a significant economic resource, even contributing significantly to the family economy (Rahaju, Mulyati, and Sumarlan, 2012). They not only contribute to the family economy but also contribute to poverty alleviation through community and group empowerment, by engaging in productive household business activities (Susanti and Susilowati, 2016).

Women's empowerment is crucial because it can create conditions, an atmosphere, and a climate that allow potential to develop. The primary priority in empowerment is the creation of independence. Women, as members of society, are expected to be able to help themselves in various ways, especially those related to survival (Hasanah, 2013).

Forms of empowerment of women, especially students, can be done in various ways, at the stage who are members of the Dasa Wisma "HKBP High School" Manisrejo, Dolok Sanggul, is a partner of this PKM. The first partner is a group of three housewives from the Dasa Wisma (School Association of HKBP High School) led by Mrs. Puji Astuti. The majority of this group of housewives are ordinary housewives, not working or career women, so they waste a lot of free time and rely solely on their husbands' income.

This student group holds regular meetings every month on the 10th of the month for PKK and Dasa Wisma activities. These activities include health information, religious information, integrated health service posts for the elderly and toddlers, skills/crafts training, waste bank activities, and more.

A group of housewives who aspire to become entrepreneurs through *macrame crafts*. Through entrepreneurship, housewives gain business knowledge and experience,

The initial step is to carry out an awareness process, so that women can critically analyze the social situation and understand discriminatory practices, and can differentiate between natural roles and *gender roles* (Hasanah, 2013). The next stage is to equip women (especially housewives) with information, training, mentoring, and motivation so that they know their identity and are more confident, so that they can change and improve their situation, to get a fairer share according to universal human values (Ihromi, 2000).

Good community empowerment activities generally require mentoring, which is crucial because the target community is a diverse group of people. Mentoring itself serves to facilitate and motivate the community and oversee the empowerment activities to ensure they align with the goals. (Nurita, 2016).

Self-empowerment efforts have also been recognized by groups of housewives. thereby developing their potential, while also increasing family income. The term "entrepreneur" itself means someone who is courageous in taking risks (brave enough to start a business and be independent) and opening businesses in various opportunities (Kasmir, 2007).

The desire of students who are partners of PKM to become entrepreneurs is to increase family income, and create new jobs that absorb a lot of labor, thus the economic welfare of families and the surrounding community is expected to concretely increase. Two groups of housewives who are partners of the Community Partnership Program (PKM) come from the same sub-district. The chosen entrepreneurial activity is a business producing crafts from rope and thread called *macrame*. The art of *macrame* originated from rope techniques related to tying and knotting which are mostly mastered by sailors. In general, it can be said that *macrame* is a form of knotting art by working

on the initial and final thread chains of a woven product, by making various knots on the thread chain. From this technique can be produced belts, bracelets, necklaces, unique handbags, wall hangings, and others

This macrame production activity can be a home business whose products can be sold for the first time in the neighborhood around the house, such as youth communities, dasawisma groups, PKK, religious study groups, and word of mouth sales, which will then be developed to sell using a more modern system such as sales using information technology such as *online sales* or via social media or the internet.

Through the Community Partnership Program (PKM) grant, several program activities will be held, including discussions, training, and mentoring for partners. These trainings include entrepreneurial motivation training; training in making crafts from rope and thread (makrame/ *macramé*); basic financial accounting training for simple bookkeeping, determining selling prices, and preparing financial reports for business funding applications; and computer and internet training related to product promotion and sales activities.

In an effort to increase sales and promote the use of internet technology, product sales can ultimately be conducted through cyberspace (*the internet*). In an effort to further utilize the use of *internet technology* as a more modern marketing medium, this activity will provide training and mentoring for partners, such as training in using *the internet* , which will later be used as a more modern marketing medium .

The internet as a modern marketing medium has a definition, namely a global system of all interconnected computer networks, and is a network consisting of billions of computers throughout the world. Thus, the internet has enormous benefits, because through the internet various knowledge, communication, marketing, and so on can be obtained.

, *the Internet* is used as a means for electronic information exchange and as a tool

for applying business strategies, such as marketing, sales, and customer service. Thus, *the Internet* transcends various barriers, national boundaries, and is free from regulations.

Macrame crafts made from rope and thread can absorb a lot of labor, because they are mostly handmade *and* require creativity from each person in various types of products produced. The business prospects for *macrame products* in the North Tapanuli City area have the opportunity to grow greatly because the products are diverse and unique, such as bags, wallets, and so on, so they can attract young people and mothers to buy them. In addition, in the Madiun City area, this product still has few competitors. The plan to sell this product is aimed at young people and housewives.

The objectives of this PKM activity are: 1) Helping empower groups of housewives who aspire to become entrepreneurs, so they can be economically independent; 2) Helping PKM partners in creating skills and comfort in community life through entrepreneurship; 3) Improving thinking, reading, and writing skills or other skills such as using *the internet* .

This community partnership is expected to create new businesses, namely macramé crafts . These new businesses are expected to significantly improve the economic well-being of families and the surrounding community.

2. IMPLEMENTATION METHOD

To achieve the objectives of the Community Partnership Program (PKM), this is done by means of discussion, training, and mentoring methods carried out through several stages, namely: 1) in the initial stage of this activity is to hold discussions with PKM partners, namely about empowering themselves by opening a craft business from rope or kur thread (*macrame*) and motivation for the continuity and competitiveness of this new business; 2) discussions about various types of creative products that must be produced by PKM partners and which are in great demand by

consumers; 3) Procurement of other supporting tools for production; 4) mentoring for new businesses, namely mentoring in fostering an entrepreneurial spirit, preparing business plans, business management, and business networks (*networking*). Training and mentoring in basic financial accounting and preparing financial reports which are expected to be used in obtaining business funds; 5) provision of training and mentoring in the use of computer technology, namely *the internet* as a means of reference activities for knowledge in producing crafts from rope or kur thread (*macrame*), promotion, and marketing strategies.

3. RESULTS AND DISCUSSION

The Community Partnership Program (PKM) activities have been implemented through technical guidance, workshops/training, and mentoring. The implementation of PKM activities is as follows:

Guidance for Making Macrame Products

Activities carried out based on the problems faced by PKM partners to help empower groups of housewives who aspire to become entrepreneurs, so they can be economically independent through macrame product entrepreneurship. In PKM partners who are groups of housewives, only two people have the ability to make macrame products, while macrame products are products made by hand/ *handmade* . *Handmade* category products cannot meet market demand if done by only one or two people, so it is necessary to conduct training in making macramé products in several groups of PKM students/I, so that the group of housewives can work together to meet market needs.

The technical guidance activity in this PKM is technical guidance/training in making macramé products which was carried out for 20 housewives from Dasa Wisma "SMA HKBP"

Dolok Sanggul. In this activity, participants learned how to make macrame products, including the easiest way to make a macrame

bag. The activity took place on Wednesday, July 11, 2018, at the Auditorium of Audi Indonesia University.

The macrame product making activity starts from 08.00 – 13.00 WIB, preceded by an explanation about macramé, types of macrame products, and types of rope.

Macrame. The next session involved making small macrame bags. The products were not yet fully finished, so the skills and guidance for making macrame bags continued at a meeting held at the Dolok Sanggul hall.

Product Exhibition

Several macrame bags produced by PKM partners were showcased at a product exhibition held by the Universitas Audi Indonesia campus.

was held in the yard of Audi Indonesia University as part of the Dies Natalis activities, on Thursday, September 20 2018.

Entrepreneurship and Basic Accounting Workshop

The Entrepreneurship Workshop and Basic Accounting Training, including product pricing, was held on Friday, August 31, 2018, at Audi Indonesia University.

Technical Guidance on the Use of Technology, Information, and Communication

The next activity was Technical Guidance/Training on the Use of Information and Communication Technology which was held on Tuesday, October 2, 2018. This activity trained on the use of computer technology as a means of promotion and sales, as well as *e-commerce* . This activity also provided a module to facilitate partners and participants in the technical guidance activities. Through this activity, partners can create accounts

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Procurement of Promotional and Packaging Facilities

The team provided promotional tools to partners to help them market their products. These included business cards from the Graniez community, a macrame community formed by this PKM partner, brochures, X-banners, banners, and *paper bags*.

The team also provided a sewing machine, which the partner needed. One of the PKM partner members already has sewing skills, so making the lining had no difficulty. The sewing machine was needed to create the lining, or lining, of the macramé bag.

The team also provided laptops to help partners research creative product designs online. Furthermore, these laptops can be used as a modern promotional tool through social media accounts.

The PKM team has conducted technical guidance/training on macrame product making, entrepreneurship and basic accounting workshops, and technical guidance on the use of information and communication technology. The team has also provided PKM partners with promotional tools, laptops, and sewing machines.

In the next stage, the PKM Team participated in an external monitoring and evaluation (M&E) held at Muhammadiyah University of Surakarta on October 4, 2018. This external monitoring and evaluation was organized by RISTEKDIKTI. This was followed by a field monitoring and evaluation on October 9, 2018, by visiting the PKM partner's location.

The next step is publication in the mass media. Additionally, a scientific article is written and accepted into the Community Service Journal.

4. CONCLUSION

Women's empowerment is crucial because it can create conditions, an atmosphere, and a climate that allow potential to develop. Self-empowerment

efforts have also been recognized by the group of housewives who are members of the Dasa Wisma "SMA HKBP" (SMA HKBP). Dolok Sanggul, which is a partner of this PKM.

This group of housewives aspires to become entrepreneurs through *macrame crafts*. By becoming an entrepreneur, these housewives will gain business knowledge and experience, thereby developing their potential, and, of course, increasing their family income.

Through the Community Partnership Program (PKM) grant, several program activities have been implemented through discussions, technical guidance/training, workshops, and mentoring for PKM partners. The PKM team has also participated in internal and external monitoring and evaluation activities, including field monitoring and evaluation.

The next step is publication in the mass media. Additionally, a scientific article is written and accepted into the Community Service Journal.

5. THANK-YOU NOTE

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6.

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