

## **Growing The Spirit of Entrepreneurship through Practice of *Empek-empek* Production on Housewives in Sei Mencirim Village, Jati Dusun II Street, Deli Serdang Subdistrict**

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**Abstract.** In order to reduce poverty and create a prosperous society, we are not only challenged to prepare Human Resources who are ready to work, but also must be able to prepare and create the employment by entrepreneurship. Entrepreneurship or have an own business is a dream for many people since there are many benefits can be obtained. In this context, the concern of growing the spirit of entrepreneurship on housewives in the village of Sei Mencirim is based on several reasons. First, by entrepreneurship, housewives are able to help the heads of household in improving family living standards. Second, since housewives have more free time, it is going to be more efficient if used for entrepreneurship. Third, housewives tend to be more skilled at managing time and easily to socialize with others. Thus, to foster this entrepreneurial spirit, it is necessary to familiarize housewives about the importance of entrepreneurship, so that, later, housewives in Sei Mencirim village can understand the importance of entrepreneurship. The objectives of this community service are: (1) To provide a deeper insight of the entrepreneurship importance, especially for housewives in Sei Mencirim Village, Jati Dusun II Street, (2) To see how much housewives interest in Sei Mencirim Village, Jati Dusun II Street for entrepreneurship, (3) To share the knowledge about how to see business opportunities for housewives in Sei Mencirim Village, Jati Dusun II Street. The result of this community service activity is the community has been able to make a small group in making the projects for housewives as an alternative that can be used to build the business later and housewives can help improve the family economy without forgetting its role.

**Keywords:** Housewives, Entrepreneurship benefits, Entrepreneurship goals

**Abstrak.** Untuk mengurangi kemiskinan dan menciptakan masyarakat yang makmur, kita tidak hanya ditantang untuk menyiapkan Sumber Daya Manusia yang siap bekerja, tetapi juga harus mampu mempersiapkan dan menciptakan lapangan kerja

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*dengan kewirausahaan. Kewirausahaan atau memiliki bisnis sendiri adalah impian bagi banyak orang karena ada banyak manfaat yang bisa didapat. Dalam konteks ini, kepedulian menumbuhkan semangat kewirausahaan pada ibu rumah tangga di desa SeiMencirim didasarkan pada beberapa alasan. Pertama, dengan berwirausaha, ibu rumah tangga dapat membantu kepala rumah tangga dalam meningkatkan standar kehidupan keluarga. Kedua, karena ibu rumah tangga memiliki lebih banyak waktu luang, itu akan menjadi lebih efisien jika digunakan untuk kewirausahaan. Ketiga, ibu rumah tangga cenderung lebih terampil dalam mengatur waktu dan mudah bergaul dengan orang lain. Maka, untuk menumbuhkan jiwa wirausaha ini, perlu dibiasakan ibu rumah tangga tentang pentingnya berwirausaha, sehingga, nantinya, ibu rumah tangga di desa Sei Mencirim dapat memahami pentingnya wirausaha. Tujuan dari pengabdian masyarakat ini adalah: (1) Untuk memberikan wawasan yang lebih dalam tentang pentingnya kewirausahaan, terutama bagi ibu rumah tangga di Desa Sei Mencirim, Jalan Jati Dusun II, (2) Untuk melihat seberapa besar minat ibu rumah tangga di Desa Sei Mencirim, Desa Jati Dusun II untuk berwirausaha, (3) Untuk berbagi pengetahuan tentang cara melihat peluang bisnis bagi ibu rumah tangga di Desa Sei Mencirim, Jalan Jati Dusun II. Hasil dari kegiatan pengabdian masyarakat ini adalah masyarakat telah mampu membuat kelompok kecil dalam menjadikan proyek untuk ibu rumah tangga sebagai alternatif yang dapat digunakan untuk membangun bisnis nanti dan ibu rumah tangga dapat membantu meningkatkan ekonomi keluarga tanpa melupakan perannya.*

**Kata Kunci:** Ibu Rumah Tangga, Manfaat Kewirausahaan, Tujuan Kewirausahaan

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## 1. Introduction

The unemployment problem is a structural and chronic disease that afflicts all developing countries, therefore those who are looking for work every year continue to grow, while the available jobs are insufficient. As a result, every year the number of unemployment continues to increase and is apprehensive. To have own business is a dream for many people, many benefits can be obtained. But in reality, the intention to build own business is often not accompanied by good mental and technical preparation so, instead of profit, the loss is obtained.

Women have contribution to increase the number of entrepreneurs and bring forward the nation. A Sociologist, David McClelland (1961) said that one of conditions for a developed country is at least 2% of its population to become entrepreneurs. Data from Indonesian Entrepreneurs Association (Iwapi) shows there are 54 million entrepreneurs in the SME sector, 60% of whom are women. That figure proves the important role of

women in entrepreneurship, especially in the SME sector is significant and needs to be improved continuously.

Sei Mencirim Village, Jati Dusun II Street is a village where the majority of women work as housewives or do not work outside the home. This is a fundamental reason for choosing Sei Mencirim village as a community service location. Due to the low knowledge of housewives about the importance of entrepreneurship. In addition, it was also caused by a lack of interest and willingness from housewives in this village to start a home business. In fact, housewives actually have the potential to build their own businesses at home, which its outcome can be used for themselves, their families, and neighborhood. One alternative business that tends to be easily developed by housewives is a business in food sector since business in this field does not require a lot of time because it can be executed among the housewives' spare time.

To foster the spirit of housewives entrepreneurship in Sei Mencirim Village, it is necessary to provide services for housewives by:

1. Discussion, to find out the reasons of housewives who do not enterprise.
2. Engage in the importance of entrepreneurship and its benefits. In addition to add more depth towards the housewives, and also to cultivate the courage, spirit and credibility to start entrepreneurship and how to read the business opportunities.
3. Carry out the practice to produce *empek-empek* by inviting the chefs, so, the housewives have the ability to produce by themselves and can be used as an alternative to start a business.

## **2. Method**

Related to the problems and programs are carried out to overcome these problems and in line with the concepts and theories of entrepreneurship, the solution is done in three stages, namely:

### **1. Socialization**

According to Broom & Selznic, socialization is the process of building or instilling group values in a person. The socialization of the service activities is initiated by a meeting of event organizers with Sei Mencirim village government. Then, the next activity is carried out to housewives in Sei Mencirim Village. The provided socialization material is the definitions and importance of entrepreneurship, the benefits of entrepreneurship, the purpose of entrepreneurship, identify the various business opportunities, and the benefits of

starting a business from home. In this occasion also see and observe the housewives who have interest and responsiveness to the given material as well as to give motivation for the housewives to have the courage to start entrepreneurship.

## 2. Recruitment

Recruitment is a form of housewives statement who are willing to take part in service activities. Housewives who are willing to follow are invited to join the schedule of service activities. The participants are limited up to 20 to 25 housewives.

## 3. Training of *Empek-Empek* Production

The training is conducted by inviting cooks who are experts to produce *empek-empek*. In this training, the dedication team will facilitate and provide all the materials and equipment are needed to produce *empek-empek*. This training will increase the ability of housewives, so it creates alternative in starting entrepreneurship.

### **3. Result and Discussion**

The implementation of Community Service (PKM) activity is carried out by the Community Service Agency, University of North Sumatra starts from 4th May 2018 to 18th May 2018.

#### 1. Socialization

Socialization is started by a meeting of organizer representatives with Sei Mencirim government. The Sei Mencirim Village Government, which at that time was represented by Mr. Ismail as the Village Secretary (Mitra I), highly appreciated the team's arrival by giving its commitment to help the smoothness activities are carried out by the Community Service team, University of North Sumatra. The village secretary also revealed that he would report the permission of service activity to the Head of Village to arrange and invite Sei Mencirim Village Housewives according to the stages of proposed activity.

After coordinating each other to determine execution day with Sei Mencirim government. On the next stage, the Community Service team conducted activities to provide materials for housewives at Hall of Sei Mencirim Office.



Figure 1. Socialization on Community

On the occasion of the sharing and discussion section led by the Chairperson of Service/Leader. The leader as a facilitator in providing seminars on entrepreneurship, exchanging opinions with the audiences about business planning ideas. Then as the discussion progressed, not leaving the leader could also provide motivation and inspiration for the participants. Meanwhile in this activity the members of the service team were tasked with seeing and observing the participants. Looks enthusiastic in organizing community service activities. It can be seen from the various questions raised and various proposals that they convey. From the responsiveness of the participants, the community service team conducted groupings and listed housewives who had entrepreneurial interests to take part in the next stages of service activities.

## 2. Recruitment

After conducting the program's socialization activities, the community service team received participant data. Housewives who have been recorded are then asked to provide a statement of willingness to attend and be given training. The participants are limited to only 20 to 25 people. The purpose and objectives of participants are limited as the beginning of small groups assistency of entrepreneurship. Small groups are formed seen with categories that have an interest in socialization, and the willingness to be motivated by the spirit of entrepreneurship with training of producing *empek-empek*.



Figure 2. Community service team with the village government, participant of the housewives in social affairs information on program implementation

### 3. Training of *empek-empek* production

The training of making *empek-empek* was carried out in one of the inhabitants' houses which thought possible for the practice of producing the *empek-empek*. This activity invited Ms. Wina as the cooker to guide the process. Then, the service team provided the necessary tools and materials and blended with the inhabitants due the activities to help housewives.

The tools and materials provided are as follows:

- Stove
- LPG
- Cooking equipment
- Cooking oil
- Tapioca flour
- Mackerel
- Chicken eggs
- Salt
- Brown sugar

Ms. Wina as the cooker then explained how to make it.



Figure 3. The training of *empek-empek* production

### 4. Conclusion

Community service activities in fostering a spirit of entrepreneurship through training in making *empek-empek* received a very good response from the target of the implementation program. This can be seen from the enthusiasm of the Sei Mencirim village housewives following the stages of the activities carried out. The community service activities that have been carried out to provide the insight of housewives about entrepreneurship and motivate them to have courage, enthusiasm and confidence in starting entrepreneurship and how to read business opportunities. The results of the training have been able to make a small group in *empek-empek* production as one of alternatives that can be used to open a business later, where the housewives can help to improve the family's financial without forgetting its role.

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