



MANAGEMENT OF COMMUNITY EMPOWERMENT BASED ON AGRICULTURE AND FARMING POTENTIALS ALONG WITH SMALL AND MEDIUM ENTERPRISES TO IMPROVE BUSINESS OF PRODUCTIVE ECONOMY IN JATIBARANG DISTRICT, BREBES REGENCY

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ABSTRACT

The aim of KKN PPM (Students' Work Field-Community Service Program) is to empower the community and the potentials in Jatibarang district, Brebes regency. The focused potential is agriculture and farming along with Small and Medium Enterprises (SMEs) of which to improve the business of productive economy in Jatibarang district, Brebes regency. Education, training, socialization, and assistance done in KKN-PPM are merely for the development of human resources quality which impacts the economy of the society. It can improve the social welfare of the locals. This event also emphasizes on the creation and improvement of productive economy business to utilize the potentials and resources owned by locals. Later, it is hoped to improve community's income through productive economy business from the plantation products that will also reduce the number of poverty.

The specific target of KKN-PPM are: 1) establishing new quality business/home industry with 2 entrepreneurs for each village; 2) improving the productivity and quality of products recently produced by business actors; 3) forming KUB (Kelompok Usaha Bersama/Collective Business Group) in every sub-district based on the field of the business as the platform for the recurring entrepreneur, whether old or new entrepreneurs, 4) improving the quality of produced products identified from better look, variative series, delicious in taste, and containing high level of nutrition; 5) diversifying the product of small artist (from various recipes of foods made of various potentials from local plantation); thereby, the products will be more variative; 6) producing better and sophisticated business and marketing management system; 7) designing more interesting sachet of the product, especially for products which have never been covered; 8) increasing the turnover and reachability of market which can increase people's income; and 9) succeeding the certification of SP-IRT from the Ministry of Health.

Overall, the execution of KKN-PPM faced the stages of preparation, execution, monitoring, and evaluation. The number of the students involved in this program were 30 people from different programs based on the required fields needed on the location. Likewise, the Advising Lecturer were chosen from the lecturer who had relevant expertise. The duration of KKN-PPM were 40 days coordinated by Community Service center of KKN LP2M UNNES.

KEYWORDS: Management, Community Empowerment, Agriculture

1 INTRODUCTION

Potential Superiority And Social Problems In Jatibarang District

Mid-Term Local Development Plan of Brebes regency, Central Java of the period 2010-2015 has planned a program called SAPTA PROGRAM. Completely, Sapta Program includes 7 (seven) focus of development, including: 1) elimination of poverty; 2) handling flood; 3) improving public services; 4) improving infrastructure; 5) improving gender equality; 6) improving educational service; and 7) improving health service.

Starting from 2011, the focus of non-physical development is more emphasized, especially on the elimination of poverty and unemployment. In relation to this, Vice Regent of Brebes has formed Coordination Team to Eliminate Local Poverty (TKPKD) under the decree of Vice Regent Number 465/0320/2010 on 2nd September 2010.

Based on Local Regulation of Brebes regency number 4 Year 2008, criteria of poor people is the minimum ability of fulfilling needs like food, housing, clothing, education, and health services as well as having below average income and do not have productive asset. Based on these criteria, the total of low economic people in Brebes are 111.558 (398.009 jiwa) or 26.41 % from overall citizen.

To reduce this number, the government released the acceleration program to eliminate poverty (PPK) with the target of pressing the number of poverty in 2% annually. For this target, the Vice Regent released integrated program called as "GERDU KEMPLING" *orgerakanterpadu di bidang kesehatan, ekonomi, pendidikan, infrastruktur, dan lingkungan* "integrated movement in health, economy, education, infrastructure, and environment". Through this integrated handling or development in five sectors, it is hoped that the reduction of poverty will be accelerated well.

To apply the program, Brebes cooperates with higher education institution in Brebes regency as the executor of the program according to the plotting of the program. Based on the plotting, UNNES is chosen to handle four sub-districts in Jatibarang district; they are Jatibarang Kidul, Klampis, Janegara, and Jatibarang Lor. The initiative done by UNNES was doing survey and interview to the head of the sub-district, the local officials, public figures, masyarakat, and the society. These actions were done to know the potentials, problems, and real needs of the society which can be handled by Gerdu Kempling. From the survey and interview along with considering priority scale of the problems, it can be identified that there are superior potentials which come from red onion and garlic.

Identification of Main Problems correlated with Targeted Condition which can be Enhanced by KKN-PPM.

Based on the identification in the fields, the problems faced by the society can be grouped in four aspects: technology, quality of products, products' diversification, and marketing and management. Those aspects are correlated to each other; thereby, the handling must be done in integrated way.

A. Aspect of Technology of Production

This problem is generally faced by the society which still has traditional way to process certain products. Many potential products which have never been processed in different ways (after harvesting time); making the added value of the products decreased. If it has been processed, the processing way

still uses simple/traditional tools that the quantity of the products still low. The less optimum of products' utilization is mainly caused by human resources. That is to say, the community does not have the knowledge and skills of processing different products in sophisticated ways. The other factor is the absence of machine and product processors to cultivate the harvested plant (in post-harvesting period).

B. Aspect of Quality

The quality of food is really influenced by the technology of production. Producing a product in different way will produce different thing. Similarly, it also happens to the use of machine/tools. The existing home industry still use simple/manual tools which makes the productivity and the quality of the product low, like in the process of chopping red onion. Besides, cleanliness and health were not really concerned, that it influences the hygiene and quality of the products.

C. Aspect of Diversification

Another problem to the existing home industry is the products are deemed monotonous. In other words, the products do not experience innovation and diversification, making consumers go to more innovative producers. For example, the products of diversified food of red onion can be red onion egg roll, red onion cookies, or onion cake. Those recipes have never been produced by local entrepreneurs; since, most of them have low education background (Elementary or Middle School graduates) who do not have such skills and knowledge to diversify products.

D. Aspect of Management and Marketing

Generally, local entrepreneurs still use traditional management or marketing pattern. In this aspect, the accounting system is absent or very simple. There is no any attempt of promotion. In addition, there is no any attempt to cover the product with interesting sachet. Moreover, most of the products were not registered by the certificate from Public Health Officials (SP-IRT). They also have very limited marketing network.

Suggestion of Solution and the Way of Community Empowerment that the Event can be Done Continuously

Related to the problems faced by the society, there should be a problem-solving formulation related to the fields' condition. This event can be done through KKN-PPM which involves interdiscipline college students.

A. Aspect of Technology of Production

To solve this problem, there will be a creation or application of different technology which is relevant to the type of business/industry in the area. In this program, the local entrepreneurs will be given the understanding about the importance of technology to improve the productivity and quality of the products. As the main executor, the person in charge will be students from Faculty of Engineering, mainly from Mechanical Engineering, Electrical Engineering, etc. For the food home industry, there will be students from Production Technology and Service department, especially from Culinary program. For the society which has business in agriculture and farming, they will be assisted with students from Faculty of Mathematics and Natural Science, especially from Biology Department. In doing the tasks, all students will be coordinated and supervised by relevant advising lecturer.

B. Aspect of Quality

The application of machine or better technology will impact the quality of the products. Thus, the local entrepreneurs will be given the understanding on the use of technology. They are also invited to leave their old custom which has lower productivity and quality to product from sophisticated production process. To the food products, the awareness of health and food safety as well as the danger of using preservative and coloring will be socialized. To handle this, the program will involve students from relevant field of culinary, mechanical, or chemistry.

C. Aspect of Diversification

Through KKN-PPM, the local entrepreneur will be given capitals of understanding and skills to improve the added value of their products as well as diversifying the product, that the product will be more variative. Variation of product are adjusted to the types of the business, for instance, if it is culinary, there will be a diversification to the types of food from the same materials or variation of taste from the same food. In this aspect, there will be an involvement from relevant students, which comes from culinary, chemistry, or other relevant programs.

D. Aspect of Management and Marketing

There are three fields which will be handled in this scope: a) management of administration to small business, like bookkeeping, financing, etc., b) the development of marketing management, promotion, etc., and c) cover design and attempt of obtaining P-IRT from the officials of Public Health. To administer the management of small business as well as the marketing, students from economic department, especially from Accounting, Office Administration, Marketing Management, and Cooperation will be more competent to handle it. However, students from other fields should be involved. It is the advantage of KKN-PPM where students form different fields can exchange their experience, thus, the knowledge which did not obtain in the class will be obtained during the program.

Technology/Methods/Policy/Concept which will be used to solve problems

KKN-PPM tries to facilitate and give the empowerment to the society which care to the environment and be aware of potentials from local natural resources to develop. Through the planned programs, it is hoped to improve community's economic needs.

The activities which we planned do not only provide temporary empowerment, instead, we also give Education for Sustainable Development (ESD) which will be used to handle the problems continuously. ESD includes education for sustainable development as the effective and educative media. Here, we send the students among the society who will get and develop the mindset coping triple bottomline which are correlated to each other in the sector of economy, social, and environment.

Specifically, the method of community empowerment in KKN-PPM includes development of law, engineering, economy, agriculture, and culture as well as empowering the SMEs. Under the basis of education for the long term, it is hoped to eliminate poverty and maintain the life of people in Jatibarang based on the awareness of natural resources which are potential to develop.

Target And Outcome

This KKN-PPM will be done in Jatibarang, especially in Jatibarang Kidul, JatibarangLor, Klampis, and Jatinegara. Each sub-district has potential or superior products which have not been processed maximally. As stated in the previous section, KKN-PPM aims to empower the society through different productive economy program based on local potentials. This event is also the support of higher education institution to the government of Brebes regency in eliminating poverty in Jatibarang.

Based on the problems and suggested solution, KKN-PPM has outcome targets as follows

1. Assising new entrepreneurs/home industries based on local potentials by processing materials produced by locals to become different food products which have high selling points. The target is there are at least 3 start-up businesses in each sub-district.
2. Improving the productivity and quality of the product better than the existing method.
3. Forming KUB or Collective Business Group as the platform of new or old entrepreneurs.
4. Improving the quality of the products with better look, more healthy, better cleanliness, more delicious taste, etc.
5. Diversifying the products of local entrepreneurs (from different food from local ingredients); thereby, the product will be more varied than the existing way.
6. Applying better management and marketing system.
7. Designing interesting cover, especially for the products which have never been covered.
8. For the products, attempting to obtain the certificate of SP-IRT from Health Officials.
9. Improving the marketing turnover, which will increase the income of poor people.

2. METHODS

2 1 Preparation and Briefing

The execution of KKN-PPM is monitored under the executor of three lecturer which become the advising lecturers. Administratively, the execution or evaluation of the program is under the coordination with KKN LP2M Unnes.

The steps of KKN-PPM include the following stages:

- a. The implementation of location/area of KKN-PPM which is based on the previous consideration.
- b. The determination of participants of KKN-PPM is based on the compositions which are relevant to the area. The total number of students to KKN-PPM are 30 students from relevant program needed by the fields.
- c. The confirmation of advising lecturers which will guide the operational technique of KKN-PPM.
- d. The briefing of KKN-PPM participant in general (like the current briefing) or specific which is related to the them of KKN-PPM which is to empower the society to accelerate poverty elimination in Brebes.

- e. The update of KKN-PPM partner data by identifying profiles of the target, potentials, and all faced aspects.
- f. The execution of KKN-PPM begun with ceremony to send the students to the location of KKN-PPM.
- g. Monitoring and Guiding by the lecturers intensively (once a week)
- h. Evaluation to KKN-PPM which includes the aspect of execution and result. The evaluation done to students, lecturers, society, or the institution.

The briefing to students of KKN-PPM in two days based on the following materials:

Day I: General Materials (based on the policy of LP2M Unnes), Including:

1. General rules of KKN
2. Ethics of KKN
3. Planning of KKN
4. Evaluation and Arranging the Report of KKN

Day II: Specific Briefing (based on the fields), Including:

1. The goal of KKN-PPM
2. Potentials and Problems in the location of KKN-PPM
3. The application of relevant technology for the society
4. Business management and entrepreneurship
5. Evaluative briefing

2 2 Execution

The execution of KKN-PPM is assigned with sending the students to the location of KKN-PPM. The program has 45 days of duration. During the program, the students will be guided by the advising lecturers and monitored by the team from LP2M.

The location of KKN-PPM is in Jatibarang, which copes three close sub-districts: Patemon, Sukorejo, and Kalisegoro. There are 30 KKN-PPM participants which each 10 of them will be distributed to each sub-district. The composition of the expertise fields was chosen based on the characteristic of the fields hoping that it will solve the problems faced by the society.

2 3 The Appropriateness Of Higher Education

The executing team of KKN-PPM consists of different fields. To reach the target of the program, this activity involves lecturers and students from different sectors, including culinary, useful technology developer, and the expert of community service. UNNES currently has 8 faculties, 36 departments, and more than 70 programs. There are 1.012 lecturers, 600 administrative staffs, and more than 32.000 students. Annually, there are at least 3.500 students doing community service. Using these resources, the team of KKN-PPM can select the participants of KKN-PPM strictly that the chosen students are really the best ones.

Related to the management of KKN-PPM, it is supported by community service (KKN) development center. As, LP2M UNNES has 8 sections, one of it is the center of community service (*Pusat Pengembangan KKN*). This department is led by a head with the help of 12 officers.

The policy of UNNES obliges students to do community service in semester 7 with 4 credits. There are two types of community service, KKN *Lokasi* (Regular) and KKN *Alternatif* (Thematic). In KKN *Lokasi*, the location and the duration of KKN has been stated initially by the center of KKN. Meanwhile, in KKN *Alternatif* the location, duration, and the fields of the event is determined by the students from the proposal which they proposed before. Thus, the execution of KKN-PPM is categorized as KKN *Alternatif* which management has been arranged well by LP2M UNNES.

Beside the support of human resources, this activity also uses the facility of laboratory and workshop which is good enough from Mechanical Engineering, Electrical Engineering, Chemical Engineering, Biology, Culinary, and Economic department.

The executor also has been experienced in doing different programs of community service. This experience is shown by attached biodata. Using these experiences, it is hoped that the programs of KKN-PPM will happen based on the supposed target.

3. RESULTS

3.1. The Outcome:

A. Aspect of Production Technology

To solve this problem, there will be a creation or application of correct technology which is based on the real necessity in the fields. In this program, the local entrepreneurs will be given the understanding about the importance of technology to improve the productivity and quality of the products. As the main executor, the person in charge will be students from Faculty of Engineering, mainly from Mechanical Engineering, Electrical Engineering, etc. For the food home industry, there will be students from Production Technology and Service department, especially from Culinary program. For the society which has business in agriculture and farming, they will be assisted with students from Faculty of Mathematics and Natural Science, especially from Biology Department. In doing the tasks, all students will be coordinated and supervised by relevant advising lecturer.

B. Aspect of Quality

The application of machine or better technology will impact the quality of the products. Thus, the local entrepreneurs will be given the understanding on the use of technology. They are also invited to leave their old custom which has lower productivity and quality to product from sophisticated production process. To the food products, the awareness of health and food safety as well as the danger of using preservative and coloring will be socialized. To handle this, the program will involve students from relevant field of culinary, mechanical, or chemistry.

C. Aspect of Diversification

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business, for instance, if it is culinary, there will be a diversification to the types of food from the same materials or variation of taste from the same food. In this aspect, there will be an involvement from relevant students, which comes from culinary, chemistry, or other relevant programs.

ONION KAASSTENGELS

Ingredients:

1 kg	Wheat Flour
600 gr	Margarine
100 gr	Butter
4 butir	Yolks
200 gr	Grated Cheese

Materials for Topping and Spread Layer:

- 1) Yolks
- 2) Grated Cheese

Cooking Procedures:

- 1) Prepare all ingredients of *kaasstengels*.
- 2) Prepare a basin and mix egg yolk, margarine, and butter.
- 3) Slice the mixed dough until it is completely mixed
- 4) Put the sieved wheat flour in the dough and slice it.
- 5) Enter the grated cheese to the dough and mill it on plastic surface.
- 6) Mill the dough(1 cm thickness) and mould it based on your freedom.
- 7) Arrange the *kaasstengel*son a pan with 2 – 3 cm wall.
- 8) Spread the *kaasstengels* with egg yolks and grated cheese.
- 9) Grill it under the temperature of 150°C in 25 minutes.

ONION STICK

Ingredients:

1 kg	wheat flour
300 gr	water
300 gr	margarine
2 butir	eggs
50 gr	chopped celery
50 gr	fried red onion
25 gr	fine garlic
1 sdm	fine salt
1 1/2 sdm	pepper powder

Complement:

1 L frying oil

Cooking Procedure:

- 1) Mix all ingredients in the basin.
- 2) Add water and knead until dull.
- 3) Take some of the dough and thin it using dough grinder until all doughs are covered.
- 4) Enter the dough into the stick mill and do it until all doughs are used.
- 5) Heat the frying oil and fry the stick until cooked
- 6) Lift and drain it.

RED ONION EGG CORK



Ingredients:

250 gr	starch/tapioca flour
2 butir	eggs
50 gr	margarine/butter
100 gr	cheddar cheese
¼ sdt	salt
25 gr	fine fried red onion

Cooking Procedures:

- 1) Prepare the bowl and mix it with the grated cheese, butter, salt, and egg. Enter starch/tapioca flour to the basin.
- 2) Make a hole in the center and pour the mixture of cheese there. Mix with spatula and knead with spatula; then, with hand until dull and easily shaped.
- 3) Take a pinch of dough to make the cake dried and crispy.
- 4) Place it on the palm and twisted it to form long cylinder.
- 5) Enter the shaped dough with cold oil (not heated) until all submerged.
- 6) After that, heat the oil with medium fire.
- 7) Wait until the dough is heated and do not stir it before it is completely dried.
- 8) Lift the dried dough after it changes to be brown.

ONION CAKE



Ingredients:

350	gr	wheat flour
35	gr	starch
1	butir	egg
100	gr	margarine
½	sdm	chicken broth powder
½	sdt	salt
clean		water
frying		oil

Fine Seasoning:

1	cm	<i>kencur</i>
3	butir	garlic
1	butir	red onion
20	gr	fried red onion

Cooking Procedures:

- 1) Prepare basin. Enter all ingredients except water. Add with fine seasoning and mix them well.
- 2) Add some water until the dough can be kneaded.
- 3) Take a pinch of dough with fork. Place the dough on the back part of the fork and roll it until all forks.
- 4) Prepare pan and heat. Enter the shaped dough and fry it.

SIBADAS (SINGKONG BAWANG PEDAS/ SPICY CASSAVA CRISP WITH RED ONION)



Ingredients:

100 grams original cassava crisps
 Secukupnya dried chilly seasoning /Bon cabe
 ½ sdt garlic powder
 100 grams fried red onion
 1 ons fried green chilly
 5 sdm frying oil for frying the chilly

Cooking Procedures:

1. Prepare basin, pour cassava crisps, fried red onion, and green chilly. Sprinkle garlic and bon cabe.
2. Mix the ingredients well and pack it.

Dumplings With Onion And Floss



Ingredients:

1 pack (250 gr) dumpling layer
 200 grams beef floss
 200 grams fried red onion
 1 Liter frying oil

Sticking material:

100 grams wheat flour
 water

Cooking Procedures:

- 1) Prepare the dumpling layers and fill it with beef floss and fried red onion.
- 2) Flip the layer in triangle and roll it as an envelope.
- 3) Add a stick of water and flour until it covers all doughs.
- 4) Prepare frying pan and heat the oil.
- 5) Enter the dumpling into the oil.
- 6) Lift after the color changes.

RED ONION EGG ROLL



Ingredients A:

4 eggs
150 gr sugar
1 sdt ca ke emulsifier

Ingredients B:

150 gr wheat flour
2 sdm sago flour
1 sdt baking powder
1 sdm milk powder

Ingredient C:

100 gr melted margarine

Cooking Procedures:

- 1) Shake ingredient A until it grows and enter ingredient B.
- 2) Stir it well.
- 3) Pour ingredient C and mix it well.
- 4) Heat the egg roll and pour a spoon of the dough.

D. Aspect of Management and Marketing

Entrepreneurship (Suryana: 2003) is the creative and innovative ability which becomes the basis, ideas, and resources to be success. The core of entrepreneurship is the ability to create something new and different through creative and innovative ideas. According to Everett E. Hagen, the characteristics of innovative personality are as follows:

- 1) Openness to experience
- 2) Creative imagination
- 3) Confidence and content in one's own evaluation
- 4) Satisfaction in facing and attacking problems and in resolving confusion or inconsistency
- 5) Has a duty or responsibility to achieve
- 6) Intelligent and energetic

Meanwhile, Alma(2003) explains that the way to become a successful entrepreneur are: willing to work hard, cooperative, good looking, sure, smart in making decision, able to improve knowledge, ambitious to go further, and smart in communication

Suryana(2003) says that entrepreneurship is the ability of creating added value in the market through the management of human resources with new and different thing through:

- 1) Developing new technology
- 2) Inventing new technology
- 3) Fixing the lacks of existing technology
- 4) Discovering new ways to produce more products efficiently

Meredithet *al.*(2002), explains that the absolut values of entrepreneurship are:

- 1) Selfconfidence
- 2) Oriented to task and result
- 3) Brave to take the risk
- 4) Leadership
- 5) Future oriented
- 6) Original: Creative and Innovative

There are three fields which will be handled in this scope: a) management of administration to small business, like bookkeeping, financing, etc., b) the development of marketing management, promotion, etc., and c) cover design and attempt of obtaining P-IRT from the officials of Public Health. To administer the management of small business as well as the marketing, students from economic department, especially from Accounting, Office Administration, Marketing Management, and Cooperation will be more competent to handle it. However, students from other fields should be involved. It is the advantage of KKN-PPM where students from different fields can exchange their experience, thus, the knowledge which did not obtain in the class will be obtained during the program.

E. Basic Contribution to the Society:

The establishment of new entrepreneur business (one in each sub-district), improving productivity and quality, producing proper production technology, the product can be diversified, the application of new management and marketing system, the creation of products' cover design, the increase of network and turnover, and obtaining the SP-IRT certificate from the Health Officials.

3 2. Outcomes:

- A. At least, there are 2 entrepreneurs/home industry in each village;
- B. Improving the productivity and quality of the entrepreneurs;
- C. The establishment of KUB Collective Business Group in each village based on the business fields for new and old entrepreneurs;
- D. Producing proper production technology for the entrepreneurs to improve the quality of the product;
- E. The quality of the product is improved and more tasty as well as healthy;
- F. Diversification of recipes to all products;
- G. The application of modernmanagement and marketing system;
- H. Designing interesting covers of product for uncovered product;

- I. Increase the marketing network and turnover to improve poor people's income;
- J. Success in getting the certificate of SP-IRT from Health Officials.

4. CONCLUSION AND SUGGESTIONS

The aim of KKN PPM (Students' Work Field-Community Service Program) is to empower the community and the potentials in Jatibarang district, Brebes regency. The focused potential is agriculture and farming along with Small and Medium Enterprises (SMEs) of which to improve the business of productive economy in Jatibarang district, Brebes regency. Education, training, socialization, and assistance done in KKN-PPM are merely for the development of human resources quality which impacts the economy of the society. It can improve the social welfare of the locals. This event also emphasizes on the creation and improvement of productive economy business to utilize the potentials and resources owned by locals. Later, it is hoped to improve community's income through productive economy business from the plantation products that will also reduce the number of poverty.

The specific outcome of KKN-PPM are: 1) establishing new quality business/home industry with 2 entrepreneurs for each village; 2) improving the productivity and quality of products recently produced by business actors; 3) forming KUB (*Kelompok Usaha Bersama/Collective Business Group*) in every sub-district based on the field of the business as the platform for the recurring entrepreneur, whether old or new entrepreneurs, 4) improving the quality of produced products identified from better look, variative series, delicious in taste, and containing high level of nutrition; 5) diversifying the product of small artist (from various recipes of foods made of various potentials from local plantation); thereby, the products will be more variative; 6) producing better and sophisticated business and marketing management system; 7) designing more interesting sachet of the product, especially for products which have never been covered; 8) increasing the turnover and reachability of market which can increase people's income; and 9) succeeding the certification of SP-IRT from the Ministry of Health.

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