

Model of Women Empowerment of Samin Community through Training on Social Entrepreneurship Based on Local Culture

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Abstract—Samin women's community has a culture of "*sedulur singkep*", men are very appreciative of women, the pattern of life preserving nature by working as a farmer. Women work hard to help husbands work in agriculture, but the qualifications of his life are still poor. The objective of the research is to compile hypothetical model of empowerment of female community of Samin community based on valid local culture to improve their economy. The research was designed with R and D method, the research subjects in the exploration stage and product validation stage were Samin women who had married, productive age, while the subject at the development stage was the village women empowerment expert and nonformal education expert training unit. Data analysis of exploration stage using interactive model, development stage using descriptive percentage, while validation stage using t-test. The results of the exploratory study show that the majority of Samin women have entrepreneurial aspirations to help the family economy, but do not have adequate skills. The Samin community has been able to accept trade or entrepreneurial work as a good job, not harming other parties, supported by the potential value of social capital is very high. The result of development study is a conceptual model of empowerment of Samin women through the training of social entrepreneurship based on local culture. This empowerment model consists of 4 components, namely planning, implementation, supervision and coaching. Based on the test results of expert validity with Delphi technique, the assessment aspect of clarity of content, interrelationship between elements, the use of operational language, the attractiveness of writing and physical appearance shows the average conceptual concept score of 3.51 from the scale of 1 - 4, enter the category very valid . That is, the model deserves to be tested empirically. Product manual of women empowerment model, social entrepreneurship training textbook ready to be tested

its empirical effectiveness in field of limited scale and wide.

Keywords—Women Empowerment, Social Entrepreneurship Training, Local Culture of Samin Community

I. INTRODUCTION

Culture in the life of the Samin community is known as the "*sedulur singkep*" teaching as local wisdom teaches about the values of truth, simplicity, togetherness, justice, compassionate hard work, brotherhood, loves the environment of the universe. The local cultural wisdom of the Samin tribe community places husband and wife as equal partners in meeting the basic needs of the family. The wife helps the husband work as a farmer. Nevertheless their lives are still classified as poor families. [1] Samin community women's research has aspirations to improve their social and economic welfare through entrepreneurship. The tribe of Samin people has experienced changes in cultural patterns that originally prohibited work outside the agricultural sector, especially trade, the current generation of Samin families understand the work of trading does not harm the other side. Entrepreneurs are expected Samin community is an entrepreneur who supported social capital as well as trying to preserve the cultural values of Samin tribe community about the "*sedulur singkep*" that is felt has begun to fade. The entrepreneur in question is social entrepreneurship [2].

Reference [3] defines a social entrepreneur as someone who understands social problems and uses

entrepreneurial skills to make social change, especially in the areas of welfare, education and health care. Related to this opinion, social entrepreneurship as the empowerment of women Samin tribe is designed to move the wheels of the family economy and create prosperity with the community of Samin tribe, because together to move their business to produce profits, and then the profits are returned to the community to increase its income.

Reference [4] describes social entrepreneurship as the creation of social value formed in collaboration with other people or organizations communities involved in a the usual social innovation implying an economic activity. Economic empowerment of Samin women community through social entrepreneurship in line with the effort of conservation of this social-cultural value, also supported by government policy which declared Klopo Dhuwur village as residence of Samin community as tourism village since 2015.

The weakness in trying to empower the economics of Samin women is that they do not have the knowledge, attitude and skills to manage social entrepreneurship. Their formal and non-formal education is still low. Even the attitude and behavior of the Samin community shows the traditional nature of being satisfied with the reality, as long as it can live in harmony with the surrounding environment [5]. This pattern of life gives birth to fatalistic nature, resigned to fate, easily surrender, and apathy, thus making human resources unproductive [6]. The attitude of the Samin community is contrary to the resources needed to manage entrepreneurship, as explained by [7] that has the spirit of courage and willingness to face the problem of life and life naturally, the creative soul to find solutions to the problem, and not dependent on others.

Based on this empirical theory, this study aims to create a product model of empowering the Samin women community through effective local culture-based entrepreneurship training to strengthen the village tourism program. The learning process of entrepreneurship skills desired by the Samin women in addition to improving the work skills to supplement the family's income also keeps the original learning system integrated in the cultural setting [8]. Integrated learning process in religious system, organizational system, knowledge system, technology system, language and art [5].

A similar empowerment model was conducted by [9] in his research in Beijing, women's empowerment as a multi-dimensional process attained basic capabilities, legal rights, and participation in key social, economic, political and cultural domains. The similarity of findings with the results of this study is empowerment into women's access to participate in cultural institutions and self-

development towards self-reliance. The difference in the focus of empowerment in this study is limited in the economic field. Cultural Aspects as an instrument to strengthen the empowerment process.

The results of [10] have similarities in formulating empowerment model of poor women with utilization of local resource system, effective to alleviate them from poverty, through social entrepreneurship approach. The difference is that the target of women empowered in this study of indigenous tribes with strong local cultural values.

Reference [11] has successfully developed a model of natural and cultural tourism based on effective local wisdom as a strategy for poverty alleviation of rural communities. The equation is to increase the income of rural communities to alleviate poverty through the potential of local culture in village tourism government programs.

This community-based culture-based empowerment model is explained [12] is at the heart of development. Women's empowerment activities based on culture is very likely the process of women participation is very high because it started from the culture which is the experience of daily life [13][14]. The role of women in the Samin community as a development subject is optimized through a process of empowerment based on local cultural wisdom [15]. Forms of empowerment can be realized through entrepreneurship education community based on local wisdom that is the values of social and cultural character of local people are productive [16]. Reference [17] describes the key to the successful management of human resources in development through empowerment approaches is cultural focus, but through indirect efforts towards culture. The implementation of the principle in this study aims to create a model of empowerment model for Samin community women through the training of social entrepreneurship based on local culture.

The women empowerment strategy in this research placed women as equal partners of men with approaches between women and men, mutual respect as human being, listening to each other, and respecting the wishes and opinions of others [18]. These mutual empowerment efforts include efforts to awaken, support, encourage, and help develop the potential that existed in women, so as to become independent human beings but still personality [8].

The training program as a model of empowerment is oriented to serve the needs of the community (social-service training) of the village tourism organizers whose goal is to empower the Samin Suku village women to create entrepreneurs with creative and innovative capabilities, to take risks in managing the potential of local excellence to be a product of high economic value, as the training objectives presented by [17] and [19].

The topic of this research problem, in line with the road map of research institute of Universitas Negeri Semarang (UNNES) in 2015-2019, namely the field of resources and improvement of quality of life, relevant to the topic of the field of conservation education of local wisdom.

Specific objectives of the research are: (a) the establishment of a conceptual model design of empowerment for the cultural community of Samin-based cultures in accordance with the needs assessment, (b) producing hypothetical model models of empowerment of Samin community women through culturally-based entrepreneurship training and valid training tools based on expert test results. This research is beneficial for the families of the Samin tribe to improve their welfare with an effective strategy. For university institutions, especially nonformal education programs can develop the science of community empowerment as well as solve social problems.

II. RESEARCH METHODS

This research is designed by using Research and Development (R & D) approach, This research is designed with research and development approach, that is research which is followed up with development and dissemination of a model (model of) through cycle of action process, reflection, evaluation, replication, and innovation, which are systematically and interrelated. As explained [20] "Educational research and development (R & D) is a process used develop and validate educational products". This research produces products: (a) models of empowerment of underdeveloped rural women, (b) appropriate technology of social entrepreneurship that produces goods / services according to village potential.

The data sources in this study consist of: (a). Primary sources are expert validators in the field of non-formal education of community empowerment; (b) Secondary sources are literature, photographs of activities, and other documents from village tourism program management organizations providing information on the feasibility of empowerment model design and product tools for women empowerment of Samin community communities.

Data collection techniques and instruments in this study are: (a) Observation of non-participants who are done in a focused and thorough with structured observation sheet instrument using a scale to obtain data relating to socio-cultural behavior patterns of women Samin community community. Recording of observation results followed by recording of customs activities, daily life of the Samin community through photo cameras; (b) In-depth interviewing with an open interview guideline instrument is conducted to capture data from key

informants with flexible structures so that the information obtained has sufficient depth. Interviews on aspirations, potentials of Samin women, daily activities, family economic conditions, family needs, elements of Samin cultural values were carried out to women of the Samin community. Meanwhile, interviews with formal and non-formal Samin community leaders, as well as managers of village tourism programs in Klopodhuwur village about the cultural values of the Samin community, the family economy of the Samin community, the implementation of the village tourism program, the participation of women in the village tourism program; (c) Questionnaire with closed-ended questionnaire instrument in scale from 1-4 and open as product validation sheet of conceptual model of women's empowerment through social entrepreneurship training with assessment aspect from clarity of content, linkage between elements, use of operational language, writing appeal and appearance physical.

The validity of the data in this study is attempted by: (a) credibility test which includes triangulation, observational persistence, discussion with peers; (b) a transferability test by presenting easily understood data, detailed reports; (c) dependability test by conducting an audit of the entire research process; (d) confirmability test, between the results and the research process [21]. This study focused on the feasibility test (validity) conceptual model of empowerment of Samin women through local entrepreneurship-based entrepreneurship training. The data analysis of the exploratory stage uses an interactive model, while in the development stage using quantitative descriptive.

III. RESULTS AND DISCUSSION

The conceptual model of the empowerment of women of the Samin community is determined based on the SWOT analysis approach (Strengths, Weaknesses, Opportunities, Threats) which analyzes the aspirations, ideals and expectations of women of Samin community, the potential support and weaknesses or deficiencies possessed by women of productive age Samin. The status of female samin community in the family is very important as a husband partner in the family. Women act as housewives, while the husband plays the role of the head of the family [14]. Status as a housewife is highly respected and also acts as a husband's companion in making a living. Their life pattern is regulated in the teachings of cultural values "*sedulur singkep*" [5].

The profile of the Samin women's community demonstrates a very passionate, hardworking, simple, yet less-oriented thinking for the future in the long term. They worked hard for many years, already feel comfortable if it can meet basic needs in

the family [5]. But after being interviewed did not want their children to work outside the agricultural sector whose land is getting narrower? Does not need to increase the income to meet the education of children who are higher than the parents? It was only then that the Samin women's community conveyed their aspirations to work with dignified entrepreneurship, not harming one party, mutually benefiting and overcoming poverty while preserving the Samin culture that was felt to be faded due to advances in communication technology in social interaction.

Village leaders support the aspirations of women to help the family economy through social entrepreneurship for the common good [1] and [2]. They argue that entrepreneurship that welfare the life of many people is a cultural teaching "*sedulur singkep*". Supported entrepreneurs do not damage the natural wealth of the Klopok Dhuwur village environment and harmonize the village tourism

program. Products that can be sold is utilizing teak branches that are processed into educational games for children or souvenirs of tourist villages. But on the other hand they already have the burden of fear of failure is no obstacle in marketing the product, so risky loss and do not have venture capital.

Thus the weaknesses and challenges for Samin women who aspire to social entrepreneurship are low capacity of knowledge, values, attitudes and entrepreneurship management skills [8]. Based on the context of the characteristics of the Samin women's community, it is designed to empower the community of Samin community through the training of social entrepreneurship based on local culture [2].

The initial product of conceptual model design of empowerment of Samin community community is manifested in the form of empowerment procedure procedure (Figure 1).

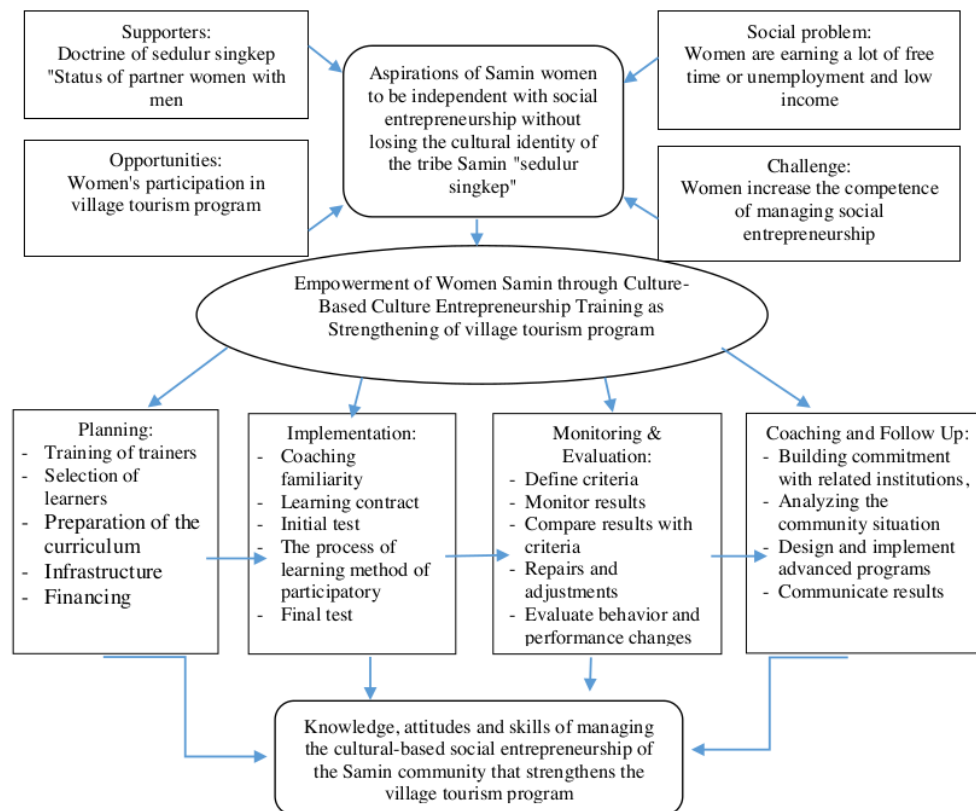


Figure 1 Conceptual Model of Women Empowerment of Samin Community through Social Entrepreneurship Training as Strengthening of Tourism Village Program

This empowerment conceptual model design product is in the form of a TOT (Training of Trainer) manual for prospective social entrepreneurship training instructors and for empowerment managers. The conceptual model design consists of the components: (a) Planning empowerment by analyzing the SWOT to establish the needs of the empowerment model, establishing the objectives of empowerment; (b) Designing procedures for empowerment implementation with the management of cultural-based social entrepreneurship training programs.

The procedures for implementing the empowerment model include: training planning, training implementation, supervision, guidance and follow-up [17]. Samin community women targeted for empowerment are involved in all stages of the management of the training program, from the process of preparing the training plan to the follow-up phase of the training. The end of the empowerment process is an evaluation of the ability of Samin women that includes knowledge, attitude and skills in managing cultural entrepreneurship based on Samin culture that strengthens the village tourism program [22].

Table 1 Results of First Round Conceptual Validation Test by Training Management Specialist, Social Entrepreneurship, Community Empowerment and Public Figure Samin

No	Evaluator	Aspect of Assessment							
		Accuracy of substance content		Linkage between elements		Language usage		Physical appearance / layout	
		Score	average	Score	average	Score	average	Score	average
1	training manager 1	48	3,000	25	3,125	21	2,625	23	2,875
2	training manager 2	46	2,875	25	3,125	20	2,500	23	2,875
3	entrepreneurship	50	3,125	24	3,000	22	2,750	20	2,500
4	empowerment	46	2,875	25	3,125	23	2,875	22	2,750
5	empowerment	47	2,937	25	3,125	24	3,000	20	2,500
6	public figure Samin 1	51	3,187	25	3,125	22	2,750	20	2,500
7	public figure Samin 2	48	3,000	23	2,875	22	2,750	21	2,625
amount		336	20,999	172	21,5	154	19,25	149	18,625
average		48	2,999	24,571	3,071	22	2,75	21,285	2,660

Information: Measurements on a scale of 1-4 (1 = very inappropriately / related / good; 2 = less appropriate / related / good; 3 = fairly relevant / good; 4 = very precise / related / good)

The validation of expert conceptual model of expert empowerment is done by Delphi technique, referring to 4 basic components namely: (a) Conformity of content (b) Linkage between elements in model (c) Language use, (d). The appeal of physical appearance (layout). Expert validation results in the first round are shown in table 1. Based on the above table the overall average score of the component model is 2.86, including the category between the less valid with good enough or valid enough. Public input and criticism for the improvement of the Samin community community empowerment model on each component of the model, whether related to content compliance,

interrelationship between elements, use of language and the physical appearance of the model.

The improvement of the conceptual model based on the expert review is (a) On the rational component of the model, the involvement of the Samin community in each stage of training program empowerment, (d) The linkage between model components is mutual as well as monitoring, (e) Compiled monitoring and evaluation instruments social entrepreneurship training programs based on training indicators and objectives, (e) Physical appearance is demonstrated by culture and strengthening of village tourism programs. Design the revised empowerment model as follows:

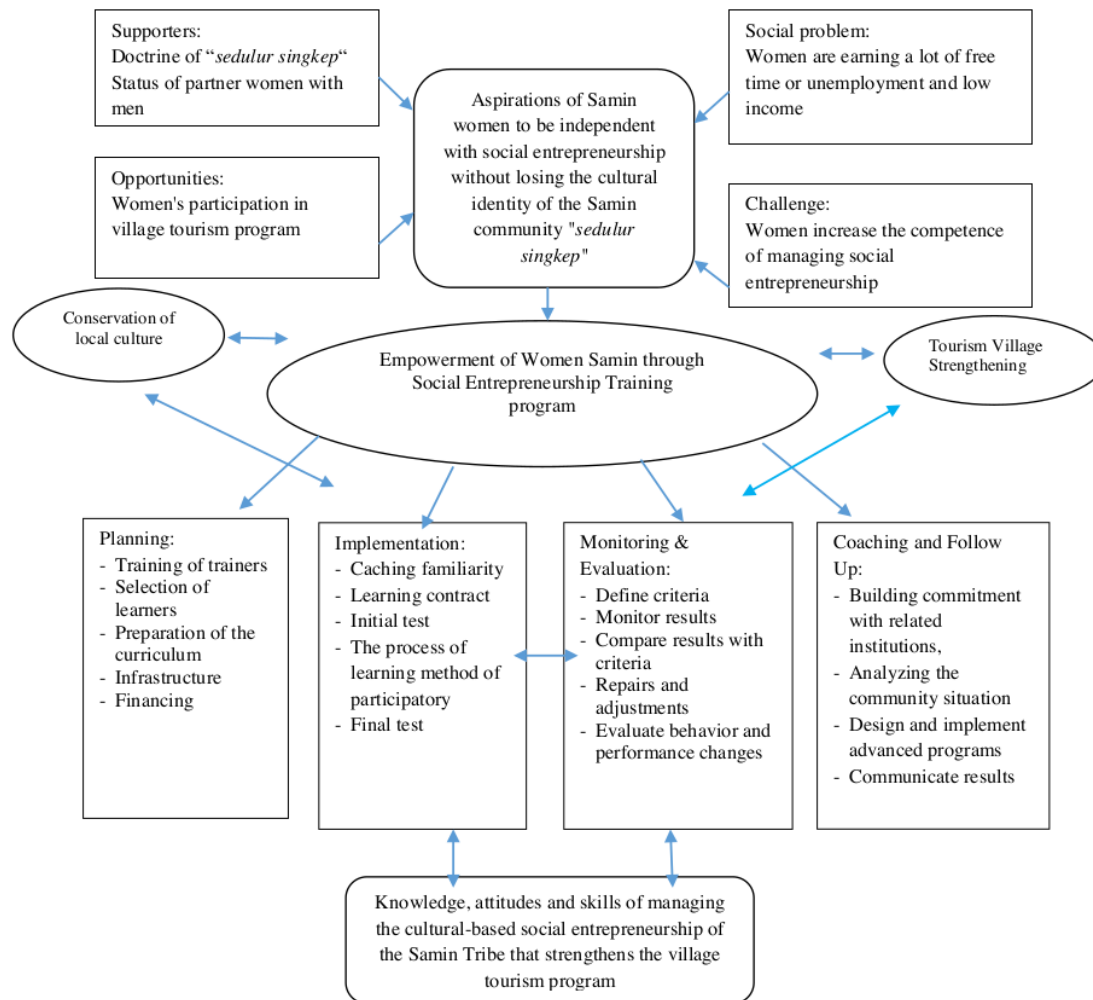


Figure 2 Hypothetical Model of Women's Empowerment of Samin Suku Community through Social Entrepreneurship Training as Strengthening of Tourism Village Program

The physical appearance of the model does not change much, but the substance content of the product model is a lot of refinement. The results of the enhanced empowerment model review in the second

round of the retata score were 3.51 excellent categories. Details of each assessment aspect can be seen in the following table.

Table 2 Results Of Second Round Concept Validation Test By Training Management Specialist, Social Entrepreneurship, Community Empowerment And Public Figure Samin

No	Evaluator	Aspect of Assessment							
		Accuracy of substance content		Linkage between elements		Language usage		Physical appearance / layout	
		Score	average	Score	average	Score	average	Score	average
1	training manager 1	58	3,62	27	3,37	25	3,12	26	3,25
2	training manager 2	58	3,62	29	3,62	29	3,62	30	3,75
3	entrepreneurship	57	3,56	27	3,37	24	3	30	3,75
4	empowerment	55	3,43	30	3,75	29	3,62	28	3,5
5	empowerment	56	3,5	28	3,5	27	3,37	30	3,75
6	public figure Samin 1	57	3,56	30	3,75	28	3,5	27	3,37
7	public figure Samin 2	56	3,5	28	3,5	28	3,5	28	3,5
Amount		336	397	24,81	199	24,87	190	23,75	199
Average		48	56,71	3,54	28,42	3,55	27,14	3,39	28,42

Information: Measurements on a scale of 1-4 (1 = very inappropriately / related / good; 2 = less appropriate / related / good; 3 = fairly relevant / good; 4 = very precise / related / good).

Thus the validator states the design of the empowerment model through the training of social entrepreneurship based on local culture along with its products is worthy to be tested empirically in the Samin community of Kelapa Dhuwur village, Banjarejo sub-district, Blora regency. This empowerment model is reinforced by Ridwan's findings (2007) based on local superior-based entrepreneurship training to empower villagers.

The empowerment strategy in this study using gender approach, women as male equivalent partners, using a two-way approach between women and men, mutual respect as human being, listening to each other, and appreciating the wishes and opinions of others is an attempt to awaken, supportive, encouraging and help develop the potential of individual self to become human self-independent but still personality. This empowerment strategy is justified by [14] and [16]; [23] and [13].

The affirmation of women's participation at all stages of empowerment procedures strengthens women's empowerment as a multi-dimensional process of achieving basic capabilities, legal rights, and participation in key social, economic, political and cultural domains [12]. The program of women's empowerment through social entrepreneurship training in this study is oriented to serve the needs of the community (social-service training) of tourism village organizers whose purpose is to involve Samin

Samin village women in village development with the creation of social entrepreneurs [19] and [17].

Women's participation in rural tourism development requires the quality of creative human resources, so that it is necessary to provide a set of production skills (goods or services) as a form of empowerment realized through training programs [24]. This is a recommendation [25] anticipate the failure of managing entrepreneurship in tourist villages in Pacitan due to the low quality of human resources entrepreneurial spirit that is less creative and toughness in risk management.

This hypothetical model of empowerment is supported by [10] findings on women's empowerment as an effort to improve gender equality in new jobs based on local potential. The empowerment model through entrepreneurial training designed for women is valid and effective for improving work skills in the context of gender equality [9]. And [23].

IV. CONCLUSION

Based on the objectives and research results can be drawn conclusion as follows: Women empowerment community model Samin conceptually designed include the following components: First, the rational needs of women empowerment model community Samin through cultural-based social entrepreneurship training, goals and objectives modes based on the results of SWOT analysis . Second, the essence of

social entrepreneurship training for the female community of samin community as a process of empowerment, as well as conservative effort of Samin culture uniqueness and government policy strengthening of village tourism program to improve welfare of rural community. Third, empowerment mechanisms include: planning, implementation, supervision, fostering and follow-up social entrepreneurship training toward independence with a participatory approach. Fourth, competence-based social entrepreneurship training curriculum, Fifth, social entrepreneurship training organizational organization inter-agency collaboration (stakeholder), duties and roles and co-financing. All components in the empowerment model are structured in the Samin community women's empowerment manuals through cultural-based social entrepreneurship training.

Result of evaluation of conceptual model of empowerment of woman of Samin community by expert of empowerment management, training management, entrepreneurship and community figure of Samin shows aspect of appraisal of content of substance of woman empowerment model, linkage between element and physical appearance of model entry in very good category. While the aspects of the assessment of the use of language in the category quite well. Assessment of hypothetical model of empowerment is very valid This can be interpreted that the model of women's empowerment through training of social entrepreneurship based on local culture as a strengthening of this village tourism program can be continued in empirical test steps both on a limited scale and large scale.

Based on the conclusions of the research results, it can be suggested to several parties as follows: (a) For the village government as the manager of women empowerment program of Samin community, it is expected to support the implementation of model and product trials in the field either on a limited scale or wide, so that can be obtained model and product effective empowerment, useful as a guidance in preparing, implementing and supervising and follow-up activities of women empowerment of Samin community, so women Samin community have the competence to manage social entrepreneurship to improve family welfare. (b) For rural tourism managers, can establish cooperation with the village government to support the implementation of model and product trials in the field, so as to obtain an effective empowerment model also to enhance the attractiveness of tourists through social entrepreneurship products that are marketed as tourist souvenirs or artistic creativity culture as a tourist attraction, which has an impact on increasing the income of women of Samin community. (c) For trade offices of small and medium enterprises cooperatives can support the implementation of trials and models of women's empowerment in the field, both as resource persons and as a social entrepreneurship pioneer donor, to obtain an effective model to drive the

creative economy of society while preserving community cultural values Samin community.

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