

WOMEN'S ECONOMIC EMPOWERMENT BASED ON MAJLIS TA'LIM THROUGH THE CRACKERS HOME INDUSTRY MARKETING STRATEGY

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Abstract

The Asian community agreement with the ASEAN Economic Community (AEC) certainly must be positively welcomed for the Indonesian people. However, on the other hand, it is a challenge for Small and Medium Enterprises (UKM) to improve competitiveness by increasing productivity and product quality to conform to the Indonesian National Standard (SNI). For this reason, the role of universities in assisting assisted partners is expected to work together to improve the competitiveness of UKM, especially for home industries in rural areas, especially women farm laborers to make the most of their time to promote family welfare. Through ABCD method, the companion changes the mindset while training marketing strategies for tofu crackers production which has been carried out by some members of the Majelis Ta'lim, by providing marketing mix training (product strategy, pricing strategy, distribution strategies, and promotional strategies) that have followed developments (online), so that selling power increased. By paying attention to the SWOT analysis, namely strengths, weaknesses, opportunities, and threats in general can be overcome because the Community in Bakalan Village, Grogol District, Kediri Regency, especially the Majelis Ta'lim Muslimah has a network of friendship strong and maintained through routine recitation, so that this economic activity can still be done.

Keywords: ABCD method, Majelis Ta'lim, woman farm laborers,

Introduction

The 2018 year to do it three enforced regional trade Asia called the *ASEAN Economy Community* (AEC) or the Masyarakat Ekonomi ASEAN (MEA). MEA agreed on the establishment of an ASEAN free market and an integrated production base so that there would be a free flow of marketing of goods and services, investment, capital, and skilled labor.

In this regard, the challenge for small and medium enterprises (UMKM) to improve competitiveness by increasing productivity and product quality should still be carried out. It is in line with the expectations of the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) that encourage small businesses to improve quality by adjusting their products according to Indonesian National Standards (SNI).

Increasing the competitiveness of UKM, especially UKM in the countryside are not only government obligations, but other elements such as universities also have a significant role in developing these UKM. Especially rural UKM need to be improved competitiveness. It is due to the abandonment of rural UKM regarding a professional marketing system.

One of the critical roles that university academics can play in implementing the Tridharma of the university through community service is in the form of research, entrepreneurship assistance, and business clinics. Moreover, Islamic universities, the critical

role that must be carried out by academics is to integrate Islamic missions in all their services.

In connection with this, mentoring small businesses in rural areas, including in this case assisting small businesses to mothers who work as farm laborers in Bakalan Village, Grogol District, Kediri Regency. They initially only relied on tander activities (planting rice) during the planting season in the village. After the planting period, they wait for the harvest to arrive. Approximately three months they waited.

Starting with these conditions, they used the waiting period for the harvest to take advantage of the time by producing crackers from essential ingredients and marketing them traditionally. They only sell in front of the house or sell it to members of the local community to introduce their products. This condition is a concern as well as motivation for researchers together with partner communities to move and realize the lives of the people in the village to find a solution, primarily related to the marketing strategy of production to improve the economy of the community.

Researchers choose assistance Women farm workers are based on the majlis ta'lim, among others, with several considerations, including:

- 1) The majority of them are housewives with non-permanent jobs, namely being farm workers during the planting season.
- 2) While waiting for the harvest, they are unemployed.
- 3) Most of them do not be working, so they seek other employment alternatives to sustain family life is to pack fried crackers.
- 4) Job opportunities in the village are very minimal
- 5) They have minimal entrepreneurial skills
- 6) Their income does not meet their daily needs.
- 7) The fried cracker business is only marketed in front of the house or sold only to members of the congregation so that the marketing strategy needs to be optimized.



Image 1. Traditional cracker production majlis ta'lim Ar-Royyan members

Based on these considerations, concrete steps need to be taken to provide awareness as well as specific actions for the community to make changes in mindset and real actions so that the economy of the community will increase. They not only depend on the existing natural and environmental conditions but are also able to utilize the potential that exists to better fish the household's economic contribution, so that community welfare is achieved.

During the mentoring process for the women of the mushalla congregation, awareness of the problems faced, namely the willingness to make changes, and the response, enthusiasm, and good cooperation emerged in providing information for business progress and development during the mentoring process.

After mentoring the women of the Mushalla congregation, this activity is expected to be able to process, package, and professionally label various packaging crackers products according to SNI standards. It also conducts business management including recording, reporting, and evaluating well, expanding different marketing reach marketing-based packaging crackers, and a business group of various packaging crackers based on majlis ta'lim is formed. The business group can at least run a business according to the principles of Islamic business ethics, and business groups can quickly get access to support from the local village government, local government, as well as local cooperatives and UMKM services.

Several similar (previous) studies that have been carried out in various regions indicate a positive benefit in improving the economy of the community. Especially on the utilization of Natural Resources and Human Resources to grow the economy of the community. Some of the studies include contained in the following titles:

- a. Empowerment of Small Businesses Based on Agricultural Products Case study of Women Farmers Group (KWT) Krindo Wanito Kadipolo Sendangtirto Berbah Hamlet, Sleman (Hidayah, 2012)
- b. Economic Institutional Empowerment of Farmer Women (Susilo, 2010:1)
- c. Abdul Muhid on Boarding School Agribusiness Economic Empowerment Through Community-Based Agribusiness populist in Pondok Pesantren Sunan Lamongan Drajad Paciran (2011: 23)

Method

The action strategy in this community assistance using the ABCD method with steps including; 1) Studying and Managing Scenarios, 2) Finding the Past, 3) Dreaming of the Future, 4) Mapping Assets, 5) Linking and Moving Assets / Action Planning, and 6) Monitoring, Learning, and Evaluation. From these stages can be specified in the following Empowerment implementation matrix:

Table 1. The matrix of Implementation of Marketing Strategy Assistance

Stage	Aim	Activity	Tools / Media	Evidence
Inculturation	The community knows the purpose of the service team	Greetings to the Village Head, Muslimat Management and Fatayat, the female mushalla		Field notes and photos

		congregation, and community leaders		
	The emergence of trust from the community towards the service team	Following the Majlis Ta'lim or activities held by Muslimat and fatayat		Field notes and photos
	Service team facilitates existing community groups as core groups	Formation of core groups		The composition of the core group personnel
Discovery	The service team identifies village assets and potential	Conduct asset mapping through FGDs and <i>interviews</i>	Appreciative inquiry, community maps, transect, individual inventory skills, analysis of public financial circulation	Physical mapping results, field notes
Design	Knowing the assets owned	Socialize the effects of asset mapping to the local community and village officials	Low hanging fruit, Venn diagram, a flow chart	Photos and FGD results
	Identify opportunities	Identify opportunities and partnerships		
		Plan work programs		Work program table
Define	Implementation of work program priorities	Facilitate the implementation of community choice programs	Monitoring/evaluation sheet, design work program	Activity note field
Reflection	Knowing the extent to which the program has an impact on change	Monitoring activities	Monitoring sheet	Monitoring results and reflection journals.

Based on the details of the matrix above, it can be described in the Scheme of Implementing Small Business Marketing Strategy for the Jamaah Mushalla Ar-Royyan :

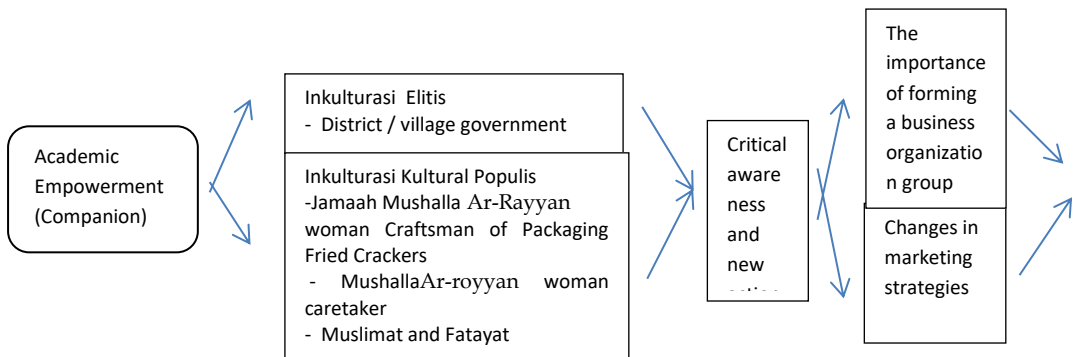


Figure 1. Scheme for Implementing Assistance for Small Business Marketing Strategies

Stakeholders those involved in mentoring include village heads, Mushalla administrators, Muslimat administrators, Fatayat administrator on the Bakalan village, Grogol sub-district, Kediri regency, Cooperative, UKM and Disperindag offices, Kediri Regency through programs related to empowerment of community business groups. It is with several considerations, including:

1. Resources of the Service Team
A service team is a person who has experience in mentoring and community service. Several years, he has been an ABCD and PAR based KKN counselor deployed to the village community whose focus is community empowerment. Aside from being a lecturer at the Faculty of Economics and Islamic Business who is active in business and business laboratories, also has knowledge that is in line with the focus of service, namely Islamic economics in which it examines Islamic economics and Islamic business management.
2. Resources of the assisted communities include:
Resources owned by the community, among others: (a) Mushalla organizers and proactive worshipers in every activity; and (b) Some of the pilgrims became members of Fatayat District.
3. Partner Resources are Dinas Koperasi, UMKM, and Disperindag Kediri regency in the UKM development division

Results and Discussion

Economic Empowerment of Women Council group

Community Empowerment with the ABCD (*Asset Based Community Development*) Method is an approach that leads to an understanding and internalization of assets, potential, strength, and utilization independently and maximally. An asset is everything that is valuable, valuable as wealth or treasury. All that is of value has the purpose to fulfill needs (Afandi, 2014:308). Based on this method, mentoring was carried out by conducting a mapping phase on the business conditions of the Majlis Ta'lim members in Musalla Arroyan.

The strategy carried out by the facilitator with the community to realize the dream of the community, among others, by taking steps in the ABCD approach, namely :

- 1). Discovery (find),
- 2). Dream,
- 3). Design,
- 4). define (specify), and
- 5). Destiny (make sure).

The principle of asset-based community development (ABCD) is as follows: Half filled is more meaningful, all has potential, Participation, Partnership, Positive Deviation, from within society, and directed to energy sources (Salahuddin, 2015:26). These principles provide direction for the mentoring process;

1). *Half Full Half Empty*

One of the central capital in the asset-based community service program is to change the way the community views itself. Not only fixated on the shortcomings and problems they have. But give attention to what is owned and what can be done (Dureau, 2013:14)

2) All Have Potential (Nobody Has Nothing)

In the context of ABCD, this principle is known as "*Nobody has nothing.*" Every human being is born with each other's strengths. Nothing has no potential, even if only the ability to smile and cook water. All possible and all can contribute.

3). *Participation*

Participation is a person's mental and emotional involvement in achieving goals and taking responsibility in them. Many experts provide an understanding of the concept of participation (Suranto, 2009:18). Partnership means a very urgent role for the community to improve the economy both in the form of statements and in the kind of activities by giving input to thoughts, energy, time, expertise, capital and or material, as well as participating in utilizing and enjoying development outcomes.

4). *Partnership*

The partnership is one of the main principles in the *Asset Based Community Development* approach. It is the initial capital needed in maximizing the position and role of the community in the development carried out. It is intended as a form of development where the main motor and driver is the community itself (*community-driven development*). Because the growth that is carried out in various variants should be the people, who must be the primary movers and actors. So that it is expected that there will be a maximum development process, impacting empowerment massively and structured. It happens because in the community there has been a *sense of belonging* to the development that occurs around it.

5). *Positive Deviance*

Positive Deviance (PD) means positive deviation. Positive Deviance (PD) terminology is an approach to changes in individual and social behavior based on the reality that in every society although there may not be many people who practice strategies or success

behaviors that are not common, which allows them to find solutions that better than the problems faced than their peers themselves (Suharto, 2010:25)

6). Starting from the Community (Endogenous)

Endogenous in the context of development has several core concepts that are the principles in the approach to developing and empowering asset-based communities. Some of these concepts are as follows (Suntoyo Usman, 2009:28)

- a). Have local control over the development process of improving the economy.
- b). Consider cultural values seriously.
- c). Appreciate the perspective that has been obtained by the community.
- d). Find a balance between internal and external sources.

7). Towards Energy Sources (Heliotropic)

Energy in development can vary. Among them are big dreams that are owned by the community, an appreciative development process, or it can also be part of the community members who are full of totality in the implementation of the program. This energy source is like the existence of the sun for plants. Sometimes it glows brightly, cloudy, or doesn't even glow at all. So that energy in this community must be maintained and developed.

Economic Empowerment through Marketing Strategies

Various kinds of economic issues during informal Majelis Ta'lim Ar-Royyan it should begin to be analyzed and addressed correctly. One of the efforts to deal with it is to remap the existing problems and find a solution. When viewed from the previous explanation, the main problem is the implementation of the marketing strategy for the crackers produced.

The following is a marketing strategy that has been the primary target for marketing assistance. Home Industry Products of Crackers Majelis Ta'lim Muslimah Musholla Ar-Royyan Bakalan Village Grogol District Kediri Regency

1. *Segmenting*

Segmenting is a strategy to understand market structure — the process of selecting customers based on desire, strength, and purchasing power. With segmentation, one will be more accessible to market products according to the needs of consumers.

2. *Targetting*

Targetting is a matter of how to choose, select, and reach markets. How to choose a market is largely determined by how one looks at the market itself. Thus the market is seen by two different people, who are approached by different segmentation methods. Therefore it is essential to understand the structure of the structure or groups that exist in the market.

3. *Positioning*

Positioning on the basis is a strategy for entering the consumer's brain window. Positioning is usually not a problem and is not considered necessary as long as the goods available in a society are not so many, and competition has not

become an important thing. New positioning will be important when competition is very fierce (Kasali, 2007:48-49)

The following steps make the selection of marketing strategies for cracker home industry products to the Majelis Ta'lim Muslimah Musholla Ar-Royyan:

1. Setting marketing targets

The process of developing this marketing strategy begins with market segmentation. Market segmentation is a way to distinguish the market according to the class of buyers, user needs, motives, behavior, and buying habits, how to use the product and the purpose of purchasing the product. With market segmentation, limited resources can be used optimally to produce a product that can meet market demand, can allocate it to the most effective potential, and can determine effective promotional methods.

The market segmentation chosen in the marketing assistance for the home industry of the cracker Majelis Ta'lim Muslimah is as follows:

- a. Seeing the potential of the profession that the professions that are worthy of being targeted are grocery stores, netizen communities, and the general public, because of the high demand for goods.
- b. Seeing the region's potential that with the proliferation of online businesses that can target all those who are now more technologically literate, they provide marketing opportunities in all areas that are affordable by transportation and communication services without exception.

2. Choose a *marketing mix*

The marketing process is the process of how entrepreneurs can influence consumers so that consumers become aware, happy and then buy the products they offer, and ultimately consumers become satisfied so they will always buy the product. How the seller can influence consumers is something that requires careful planning and supervision, and concrete and programmed actions need to be done. For this purpose in this case the empowerment team formed a marketing management team that specifically had the task of controlling and carrying out several actions, namely:

a. Product Strategy

So that our product strategies can be more effective in influencing consumers to be interested and buy. Also, they are also expected to feel satisfied after consuming the marketed products, then cracker products or some snacks must be ensured free from preservatives and healthy but, from the sense of being accepted by the community/consumers. Then try to sell the products most in demand and the most sought-after consumers

b. Price strategy

Assistance is carried out by providing insight as well as information on the importance of healthy competition for pricing. It is to remind the continuity of a business. As a side-by-side, we invite them to think about setting the selling price of the product appropriately because the incorrect price will result in not attracting buyers to buy the item.

The price strategy to consider is the price must compete with the type of crackers that sell well in the market. If the target of mentoring is more to online marketing, then the amount to offer is not much different from the

price in the online market. The online exchange that is the accompaniment shot is tokopedia, lazada, open stalls, olx, facebook and others.

a. Promotion Strategy

Promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them. Then they become happy and buy the product — promotion in this mentoring activity to influence consumers. Therefore, consumers know various kinds of cracker products offered by Ar-Royyan to consumers and become like and then buy Ar-Royyan crackers. Promotions that can be done are advertising.

Advertising is any form of nonpersonal communication about an organization, product, service, or idea that is paid for by a known sponsor. Advertising is one of the best known and most discussed forms of promotion. It allows for broad reach power. Advertising is also an essential promotional instrument, especially for companies that produce goods or services aimed at the wider community (Morissan, 2014:17). Advertising carried out in this mentoring is more towards online marketing, electronic mail, social media.

In addition to promotional advertisements can also be done with publicity. Publicity is a method commonly used by entrepreneurs to form indirect influences on consumers so that they become aware of and enjoy the products they market. This method is done by making news about products or companies that produce these products in the mass media, for example, news in newspapers, news on radio or television or certain magazines and so on. The publicity carried out in this assistance is through routine NU Muslim recitations, Fatayat routine recitation, and related community activities.



Figure 2. The socialization of Ar-Rayyan crackers on Muslimat NU activities

Personal selling can also be used for promotional strategies. A private sale is a personal approach to potential customers or direct contact with prospective customers with the aim of carrying out the purchase. With direct contact is expected to occur a positive relationship or interaction between the seller and potential customers. The marketing strategy with *personal selling* that is carried out in this service is through social activities namely participating or participating in activities social, or religious.

b. Distribution Strategy (*Placement*)

Partners/assistants are directed to spread their production to where consumers are. It is a task to distribute the goods to consumers. For this purpose, traders can use various forms of distribution channels that they might do. In assistance, partners form agents/distributors while managing sales from the production of Majlis Ta'lim Arroyan members.

Constraints Faced in the Home Marketing Strategy Crackers Product Industry of the Majlis Ta'lim members

In the process of mitigation, there were several obstacles experienced both from outside and inside. External constraints include:

- 1) The competition that is so tight is good at within the village itself or with producers from other regions. In the market tends to be similar products cheaper and cleaner or whiter colors. It is often caused by a lack of awareness of health. Whiter shades on the market often use bleach in the processing.
- 2) Lack of public knowledge about Ar-Royyan cracker products. People at a glance tend to see the price alone without looking at the health side and its benefits to health.
- 3) The location of consumers who are often far from the seller or the agent/distributor
- 4) Consumer demand for a full - range of the products so that it becomes an obstacle even though the service provided is a self- assessment of customer satisfaction.

Some of these obstacles, assisted partners always try to overcome with various steps, especially when conducting routine recitation, they discuss to find common solutions, for their economic activities to continue.

Also, there are some private locations which also disrupt the smooth running of their economic activities, including:

- 1) The members of Majlis Ta'lim Ar-Royyan are mostly people who are old and don't know much about current technological developments. They tend to be afraid of change and consider it '*complicated*' with electronic transactions.
- 2) Knowledge of producers, traders and agents/distributors about technological literacy is lacking. Tends to fear technology. They are afraid of being tricked by consumers of financial problems and others
- 3) Limited capital causes the seller not ready when there are many orders.
- 4) The lack of marketing capabilities for marketing strategies, so they have difficulty maximizing the selling power of the products they sell.

Efforts to Increase Product Marketing Home Crackers Industry of Majlis Ta'lim members

Based on several findings of obstacles in the field, matters carried out by the companion to partners include:

- 1) Doing socialization as well as direct involvement (as participants) during activities, both during routine recitation and economic activities. It aims to establish a kinship to create a trust for the partner assisted.

- 2) Conducting training on marketing strategy to implement aspects to consider in the marketing strategy.



Figure 3. Marketing strategy training

- 3) Doing pen intensive post-education assistance and training to the beneficiary partners.
- 4) Always provide motivation and direction in the process of mentoring marketing strategies. The problem is Companion by asking what difficulties are facing consumers, etc.
- 5) Always remind partners in charge responsible for meeting consumer demand and product quality.

Conclusion

Under the pen assisted process, the companion/partner and supported researchers to reflect on the economic activities carried out by the method with regard SWOT (strengths, *weaknesses*, *opportunities*, and *threats*). This SWOT analysis is used as a model in analyzing a profit-oriented and non-profit organization with the main objectives for knowing the state of the organization more comprehensively. In general, these four aspects can be handled. It is because the Majelis Ta'lim Muslimah in *Bakalan Village, Grogol District, Kediri Regency* has an awake and robust relationship. For their routine done to strengthen the ties among members of the congregation, so that between the producer/seller to the consumer or the dealer/distributor to wholesaler/consumers also remain intertwined. The friendly local community and the nature of cooperation that is still intertwined also affect good relations between sellers and consumers, making consumers happy and interested in the cracker products offered. However, to improve competitiveness at the same purchasing power, the manufacturer/seller also perform engineering *person to person*, by way of a personal approach to prospective buyers that will accelerate the marketability of the product/crackers to consumers as well as strengthening friendship.

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