

Procedia of Social Sciences and Humanities

Proceeding of the International Conference on Intellectuals' Global Responsibility 2020 (ICIGR):
Science for Handling the Effects of Covid-19, Facing the New Normal, and Improving Public Welfare

Empowerment Based on Non Formal Education Through Local Potential in The Processing of Lampung Coffee

Lintang Markhamah Watianur Azizah

lintangmarkhamah1@gmail.com

Universitas Negeri Semarang, Sekaran, Gunung Pati, Semarang, Jawa Tengah 50229

Abstract. Covid 19 has caused all sectors to weaken. Regional strength can be built through the economic recovery of each region, which is supported by educational empowerment programs to utilize the regional potential. The purpose of this study was to provide the results of developing entrepreneurial skills in students of the PAKET C equivalency program based on local potential through training in Lampung coffee processing. The skills provided include the production and marketing of Lampung coffee into processed food such as biscuits, air fresheners, and ready-to-brew ground coffee. Lampung coffee product marketing has been marketed throughout Indonesia and even abroad. This research uses a qualitative descriptive approach which is defined as a problem-solving procedure by describing the situation of the subject or object (person, institution, or society) based on real conditions. Collecting data using the method of observation, interviews, correspondence documentation, and literature study of relevant research to obtain secondary data. Data analysis using descriptive qualitative. The results showed that the students had the skills to produce and market Lampung coffee at PKBM Kencana. Every month each student earns 2 to 3 million. This research makes a scientific contribution to the study of non-formal education that leads to the quality of education in society.

Keywords: Community Empowerment, Community Learning Center (PKBM), Entrepreneurship Development, Local Potential.

1 Introduction

The potential for energy as Indonesia's wealth that needs to be developed to generate creativity and productivity and income for the local community. Every region in Indonesia has a signature of each such Lampung province that has the potential of local coffee and if properly maintained not only the income of the individual but of local revenue. The government as an elite society that was previously dominant in poverty programs must now become a provider of facilities and assistance for poverty alleviation programs. Commitment and responsibility for all elements of intergovernmental and community that aims to increase the capacity of communities (Franco, I. B: 2019). This shows that the first step in poverty alleviation in the regions is a situation analysis to determine the regional potential that can be developed as a basis for community empowerment.

The results of the poverty situation analysis show that the number of people who are of working and productive age is unemployed, this shows that they are not educated and have the

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skills to provide them with jobs that have high selling power. This situation is related to the background of the poor who experience economic powerlessness. Poverty according to (Windia, 2015) can be divided into three definitions, namely: (i) absolute poverty, (ii) relative poverty, and (iii) cultural poverty. A person is categorized as absolute poor if his / her income is below the poverty line, not sufficient to meet the minimum life needs, such as food, clothing, health, housing, education. Even though poverty already exists in all parts of Indonesia, Ravallion (2010) states that poverty is generally considered a rural problem. This condition is by the conditions in the PKBM Kencana which resulted in the community not having formal or non-formal education which made the community have the skills to seek decent income. The cost of education, which is increasing every year, both formal and non-formal, results in people becoming poor in education which will have an impact on their income in meeting their daily needs.

However, Brown, EJ (2017), revealed that non-formal education policies are soft (flexible) so that they can solve social problems. The development of training programs as an increase in entrepreneurial skills is currently needed to reduce poverty. Economic competition in the era of globalization is to improve the economy of the poor through empowerment. Entrepreneurship development is expected to be a breakthrough to accelerate the achievement of entrepreneurs who grow independently, are innovative, and can survive in global competition. According to Naraya, G. (2018), the biggest asset of a person in entrepreneurship is creativity. Starting from the five senses, namely, the eyes that function to see opportunities, then channeled to the brain to find solutions, because opportunities are not to be sought but are created. This is also supported by the statement of Ningrum, MA (2017), the entrepreneurial spirit is an attitude that must be embedded and make creative and innovative efforts by developing ideas to find opportunities and improve living standards.

Entrepreneurship as an increase in the country's economy is because if the majority of people have businesses both in the form of individuals and groups, it means that it can be said to be a country with a high mindset and creativity condition. Failure to achieve economic growth and economic development of a country due to a lack of entrepreneurship at the individual, organizational, and community levels.

Poverty is closely related to the absence of entrepreneurship in other words high entrepreneurship, poverty will be reduced. Currently, the meaning of entrepreneurship has developed not only in terms of a person being an "entrepreneur" but a person who can organize himself and his environment to form new ideas, creativity, and enthusiasm. This phenomenon illustrates that every human being must be nurtured to become empowered with an entrepreneurial spirit that is ready to step up in every condition and be able to innovate to increase his income. This is based on empowerment which is stated to be able to answer the challenges that must be faced, especially in the economic sector which is the basis for improving one's quality. A similar expression was also stated by Ivanova, M (2019), that empowerment is a process to respond to current competition and shape humans to become empowered.

2 Research Methods

This study uses a qualitative descriptive approach which is defined as a problem-solving procedure that is investigated by describing the condition of the subject or object of research (people, institutions, and society). The population and research subjects are poor and unemployed people located in Tulang Bawang Barat Regency, Lampung Province. The research subjects were 10 PAKET C students (senior high school equivalent) in PKBM Kencana, and 2 PKBM managers, 2 PKBM assistants, and 6 students who participated in the Lampung coffee

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processing training. The ages of the students are between 17 and 45 years. Collecting data through interviews as well as FGD (Focus Group Discussion) with managers, facilitators, stakeholders, and students and interviews were conducted in Indonesian. Observations use field notes at the time of the research as well as documentation. The focus of this research is the development of micro-entrepreneurs through community empowerment in PKBM Kencana, as well as the impact on Lampung coffee processing training at the community socio-economic level.

Data collection procedures were obtained namely primary and secondary data. Primary data were obtained from observation is directly in the field and the respondent or informant, ie individuals who are directly involved in the activities. Aspects observed included increasing literacy and self-employment. Secondary data is a source of document data in the form of notes, photographs, recordings, pictures, and others.

3 Discussion

The results of this study create entrepreneurship and community development through training and education of Lampung coffee processing in the PKBM Kencana. The program in with equality program Paket C. Coffee Lampung in Lampung as a potential local processed and packaged so have high sales value. Through innovation and community creativity, Lampung coffee is not only processed as ready-to-brew coffee but also processed into coffee biscuits and air freshener. This entrepreneurial development has been going on since 2016, which aims to make students have skills in producing Lampung coffee to marketing. Based on the research results obtained several processes, namely: the learning process, implementation according to the non-formal curriculum, a local potential-based entrepreneurship program. PAKET C students will get general material and a special entrepreneurship program, namely Lampung coffee production. The learning process is carried out after the general subject matter is delivered and students continue the program with local potential-based skills training. As revealed by the Head of PKBM Kencana that coffee in Lampung is a typical Lampung souvenir which is very popular with all people and tastes and smells delicious. Until now, not many people in Lampung have been able to manage Lampung coffee well without reducing its distinctive taste and aroma. This program aims to make students who take non-formal education at PKBM Kencana have the life skills to meet their daily needs. Student learning lasts only 2 hours, starting from 3 to 5 in the afternoon.

In the early stages, students were able to sort good quality coffee beans and regular quality. Then it is put into a grinding machine to be mashed and given a mixture such as rice, sugar, and ginger to add to the coffee taste and aroma. Making biscuits is also like biscuits in general, except that coffee biscuits are added with a mixture of coffee to enhance the aroma and flavor of the coffee. People have their tastes in enjoying coffee. Though not like drinking coffee does not mean do not as coffee will but the aroma of coffee can mejadikan aromatherapies such as coffee production into freshener. Students are very enthusiastic about getting experience new and get at once to get wages. Packaging is pretty will increase the community interest in buying so in Lampung coffee processing students in Arm also a process for packaging. The marketing program initially carried out by PKBM Kencana was a single marketing program; All products obtained are only sold to one company, namely the nearest market. However, currently, the

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marketing is already in all parts of Indonesia and even abroad. The method for marketing uses social media such as Facebook, instruments, and advertisements via radio broadcasts.

4 Conclusion

PKBM Kencana has developed a local potential-based entrepreneurship program in the form of Lampung coffee processing since 2016. Development in the training process is needed to create new innovations. The training is held for 3 months until students understand about marketing. PAKET C students are very enthusiastic about the learning process and each month earns 3-5 million. The processed products of Lampung coffee that have been marketed are coffee biscuits, air fresheners, and ground coffee ready for brewing. Marketing uses social media such as Facebook, instruments, and advertisements via radio broadcasts

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