

COMMUNITY EMPOWERMENT IN THE UTILIZATION OF USED GOODS WITH ECONOMIC VALUE TO INCREASING THE PRODUCTIVITY OF THE ENTREPRENEUR'S HOUSEWIFE IN THE VILLAGE OF KOTA JIN ATINGGOLA REGENCY NORTH GORONTALO

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Abstract

Higher education as an educational institution has the main task of carrying out the educational and teaching process, as well as carrying out research and community service. Community service is a process of self-empowerment for the benefit of the community. The implementation of service activities can bring changes to a better society. One of the forms of community service carried out by lecturers of the Faculty of Economics is to hold training by providing skills to housewives in the form of making creations of economically valuable products from used goods. After the training, it is hoped that housewives can develop product variations into goods that have high selling value and become successful entrepreneurs.

Keywords: Entrepreneur, Used Goods, Community Empowerment

INTRODUCTION

In order to achieve a healthy and prosperous society in the future, it is very necessary to have a healthy residential environment. From the aspect of waste, the word healthy will mean a condition that can be achieved if waste can be managed properly so that it is clean from the residential environment where humans are active in it. Garbage is a direct consequence of life, so it is said that waste has arisen since the existence of human life. Its emergence coincides with human activities, starting from the business of extracting natural resources as raw materials, continuing to become materials that are ready for energy, semi-finished materials for goods and service activities in consuming these goods to achieve the welfare of human life. Garbage is still a problem in various regions, including Pekanbaru City. In fact, waste production is directly proportional to the development of the city itself. The government has done various ways to get rid of the dirty image in the area. The existence of waste in everyday life cannot be separated from the hands of humans who throw garbage carelessly, they consider items that have been used to have no use anymore and throw them away at will. Lack of awareness of the importance of cleanliness is the most dominant factor, besides that people's sensitivity to the environment must be questioned. They do not know what dangers will occur if they cannot protect their surroundings. Recycling is a process to reduce the use of new raw materials, reduce energy use, reduce pollution, damage to land, and greenhouse gas emissions when compared to the process of making new goods. At the present time recycling activities can be carried out by utilizing used goods to become those that have a very high economic value even in the marketing process which also has a fairly high price. Apart from being

produced for marketing and making money, the use of used goods can also be used as a medium of learning and creativity of all groups, but it can also open jobs for the community. The use of recycled waste will certainly have a positive impact on encouraging the entrepreneurial spirit to continue to be creative in processing this inorganic waste into quality products. The products produced from these used goods have competitive selling points in the market. This activity will certainly encourage the growth and development of the Village UKM sector djinn district Atinggola North Gorontalo to support the people's economy

RESEARCH METHODS

Community service activities are carried out using lecture methods, demonstrations/training and question and answer which are carried out for 1 day . The stages in the implementation of its activities are as follows: Lectures are used to convey general knowledge about the benefits of entrepreneurship, entrepreneurial opportunities. Demonstrations are used to provide hands-on skills regarding the process of making products from used patchwork, used bottles, used newspapers and used casings and preparation of equipment related to product manufacture. Training on making products from used goods is aimed at providing knowledge to housewives who are not working but want to be productive in order to have additional income. Evaluation of training results is carried out during the process and after the training activities are carried out. The Big Indonesian Dictionary (2008) defines waste as objects that are thrown away because they are not used and cannot be used anymore. Manik (2003) defines waste as an object that is not used or unwanted and must be disposed of, which is produced by human activities. While in Law No. 18 of 2008 concerning Waste Management, it is stated that waste is the residue of human daily activities or natural processes in solid or semi-solid form in the form of organic matter. or inorganic which can be decomposed or cannot be decomposed which is considered no longer useful and disposed of in the environment, (Slamet, 2002:15). Schumpeter in As'ad (2002: 145) argues that an entrepreneur or entrepreneur is someone who drives the community's economy to move forward, including those who take risks, coordinate investment or means of production, who introduce the function of new factors of production or who have creative responses. and innovative. Clelland in As'ad (2002: 145) defines entrepreneurship as a person who applies his ability to manage, control the means of production and produce excessive results which are then sold or exchanged and obtain income from his business.

RESULTS AND DISCUSSION

Community service activities are carried out in Jin Town Village district Atinggola , Kab . North Gorontalo . The implementation of this activity is in accordance with the schedule that has been set and agreed upon by the housewives before this activity begins. This community service begins with the preparatory stage, at this stage observations and requests for permits are made to Jin City Village officials Rumbai District, Kec . Atinggola as the place for this dedication. Apart from that, at the preparation stage, information was also sought on the number of participants and the activities of the participants before the training was held for the women in Jin City Village Atinggola District .

The form of training is in the form of tips on using goods of economic value to increase the productivity of the entrepreneurial spirit of housewives. With this training activity, it will be able to create the creativity and skills of mothers in utilizing used goods to become goods of economic value in order to increase the income of the people in Jin City Village . Atinggola District.

Results

The stages of the training were given to each participant in the form of descriptions or steps for making products from used bottles, making products from used newspapers, making products from used plastic packaging. Directions and questions and answers took place during the activity, the instructor explained the steps for making souvenirs from used items made from patchwork, used bottles, used newspapers, used plastic food packaging and demonstrated directly to the participants. Participants who were divided into 3 groups followed the steps demonstrated by the instructor according to the materials and tools used.

CONCLUSION

Overall, the training activities for making souvenirs by utilizing used goods with economic value ran well and smoothly. This training provides entrepreneurial skills to housewives in Jin City Village Subdistrict Atinggola as an entrepreneurial provision, or even as a provision to start a side business. The entrepreneurship material provided is expected to motivate training participants to start a business, and it is hoped that the business can run continuously.

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