



Entrepreneurship Training for Housewives to Improve the Family Economy in Semparu Kopang Village, Central Lombok

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Received: Mei 2024; Revised: Mei 2024; Published: Mei 2024

Abstract

Entrepreneurship training in Semparu Village, Kopang, Central Lombok, aims to enhance family economies through the empowerment of housewives. This activity involves 20 housewives as direct partners. The implementation method includes preparation and execution phases, where materials are delivered through lectures and question-and-answer sessions to improve understanding of entrepreneurship. The training results show an increase in understanding of business management and practical skills, particularly in the production of papaya crisps, which demonstrate good market potential. Participants, who previously had little economic activity, now have the skills to start their own businesses, create job opportunities, and support community independence and empowerment. Recommendations for the future include ongoing monitoring and mentoring to ensure the application of the knowledge gained in facing business challenges. Additionally, it is recommended to expand similar training to other villages in Central Lombok to increase the broader economic impact. This activity not only facilitates short-term solutions through training but also lays the groundwork for sustainable development that supports economic independence and empowerment in Semparu Village.

Keywords: Entrepreneurship training, Family economy, Economic improvement

How to Cite: Supratman, S., Septika, B. H., Krisnahadi, T., Sukarni, S., & Wulandari, Y. E. (2024). Entrepreneurship Training for Housewives to Improve the Family Economy in Semparu Kopang Village, Central Lombok. *Sasambo: Jurnal Abdimas (Journal of Community Service)*, 6(2), 378–386. <https://doi.org/10.36312/sasambo.v6i2.1857>



<https://doi.org/10.36312/sasambo.v6i2.1857>

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INTRODUCTION

Semparu Village, located in Kopang District, Central Lombok, is an area where most of the population consists of families with low to middle incomes. In the socio-economic structure of this village, housewives play a crucial role in managing households and contributing to family welfare. However, many of them face limitations in terms of entrepreneurial knowledge and skills, which hinders their potential to increase family income. This deficiency is exacerbated by the low access to economic resources and market opportunities that housewives can utilize for entrepreneurship. This situation is further worsened by the lack of capital and access to financial institutions, often becoming obstacles in developing small businesses run by housewives.

The Covid-19 pandemic, which struck the world in early 2020, significantly impacted family economies, including in Semparu Village. Many families experienced a decrease in income due to various economic sectors affected by the pandemic. In this context, the role of housewives in supporting the family economy has become increasingly crucial. Various studies indicate that entrepreneurship can be a powerful tool for empowering housewives and

improving family economics. For example, Azizah et al. (2022) stated that social entrepreneurship, particularly eco-friendly initiatives, offers solutions for housewives seeking additional income to support their families. Similarly, financial literacy programs and training for housewives, focusing on financial record-keeping, aim to enhance financial planning and budgeting to reduce expenses and improve economic stability (Sulistiyorini, 2023).

The main problem faced by housewives in Semparu Village is the lack of adequate entrepreneurial knowledge and skills. Many housewives do not have the opportunity to access quality entrepreneurial education, making it difficult for them to start and manage businesses that can increase family income. Furthermore, the low access to economic resources and market opportunities is a significant barrier. Housewives often lack sufficient information on how to access markets and utilize available resources to develop their businesses. The lack of capital and access to financial institutions is also a significant hindrance. Many housewives do not have enough initial capital to start a business, and they struggle to obtain loans or financial support from formal financial institutions.

In the existing literature, many initiatives have been undertaken to address similar problems. For instance, the entrepreneurship training conducted by Pangestuti et al. (2022) demonstrates that empowering housewives through entrepreneurship training during crises such as the Covid-19 pandemic can generate additional income for families. Craftsmanship activities, like creating handicrafts, present viable entrepreneurial opportunities for housewives to supplement their income (Wardani et al., 2022). Effective household financial management is also essential, especially during crises, to ensure economic stability and resilience (Kusumastuti & Paningrum, 2022). Moreover, education on electricity usage and safety contributes to household economics and well-being (Rahmania, 2023).

Training and workshops on entrepreneurship empower housewives to start businesses, diversify products, and contribute to family welfare (Anisah et al., 2023). Additionally, enhancing family economics through training in souvenir production using e-commerce platforms provides housewives with new avenues for income generation (Wardani et al., 2022). Leveraging social media platforms like TikTok for business promotion offers housewives opportunities to expand their entrepreneurial endeavors (Yunina, 2024). Furthermore, initiatives focusing on waste management and community empowerment, such as utilizing household waste for economic purposes, contribute to strengthening family economics (Rahmawati, 2023). Sustainable entrepreneurial practices, like Ecoprint, also provide opportunities for housewives to enhance family economics through eco-friendly activities (Susilowati et al., 2023).

Moreover, empowering housewives through entrepreneurship is relevant in the context of the Sustainable Development Goals (SDGs). Research shows that women's entrepreneurship has a direct impact on various SDGs, such as poverty alleviation, economic development, infrastructure enhancement, social equality, and sustainable production and consumption (Rashid, 2019). Women's entrepreneurship is recognized as a platform for economic contribution, elimination of gender-based inequality, and promoting SDGs in

emerging economies (Adefare, 2024). By empowering women through entrepreneurship, societies can address multiple SDGs, including poverty eradication, economic growth, job creation, and reduction of social inequality (Banu & Baral, 2021).

Sustainable entrepreneurship is also recognized as a key driver for achieving SDGs, with a focus on promoting gender equality, women's empowerment, and inclusive economic development (Patricia, 2024). Supporting and strengthening women's entrepreneurship can significantly contribute to economic empowerment, innovation, and sustainable development (Karki & Xheneti, 2018). The importance of entrepreneurship education in universities is acknowledged as a means to pursue SDGs, fostering social and environmental sustainability through financial inclusion, sustainable agriculture, and minority integration (Patricia, 2024).

The aim of this activity is to develop entrepreneurial skills among housewives in Semparu Kopang Village, Central Lombok, so that they can start and manage small businesses that have the potential to improve their family's economic welfare. This training will be held in Semparu Village, Kopang District, Central Lombok, with housewives in the area as the main target. Through this activity, it is expected that housewives will gain the knowledge and skills needed to start businesses, access economic resources, and utilize existing market opportunities. Thus, they can contribute more significantly to improving family economics and the overall welfare of the community in Semparu Village. Empowering housewives through entrepreneurship is expected not only to impact family economics but also to support the achievement of SDGs, particularly the goals of poverty alleviation, gender equality, and inclusive and sustainable economic development.

IMPLEMENTATION METHOD

This training activity is targeted at housewives in Semparu Village. The selection of these participants is based on the observation that they spend their free time watching TV and socializing with neighbors after completing household chores. Here are the steps involved in this training:

Preparation Phase

1. Survey: An initial visit to the target location to engage in discussions with the local residents and government. This step is crucial for understanding the conditions of the area and building a rapport with the community
2. Location and Target Confirmation: Returning to the location to communicate and socialize the planned activities and register participants
3. Material Preparation: Preparation of modules and presentations to be delivered
4. Equipment Preparation: Ensuring the availability of necessary equipment such as LCD projectors, markers, and whiteboards, as well as relevant props like mobile phones for online business, local snacks for culinary business, and others.

Implementation Phase

1. First Session: Showing a video about successful home-based entrepreneurs to motivate the participants.

2. Second Session: Presentation of material on entrepreneurship and common mistakes made by new entrepreneurs.
3. Third Session: Offering successful tips for running a home-based business.

Training Methods

1. Lecture Method: Material is presented by the instructor with the participants as listeners.
2. Question and Answer Method: Allows participants to delve deeper into aspects of the training not covered in the lectures and serves as an evaluation of participants' understanding.

RESULTS AND DISCUSSION

From initial observations conducted by the Community Service Team, it became apparent that there is a low level of entrepreneurial awareness among the community in Semparu Kopang Village, Central Lombok. To address this issue, the team provided a solution aimed at motivating and empowering housewives in the village to start their own businesses. A concrete step taken was organizing training in business management and the production of crisps made from young papaya.

This community service activity was closely coordinated with the head of Semparu Village to ensure thorough preparation and smooth execution. The training was successfully conducted, evidenced by the high enthusiasm of the participants. This was apparent from all 30 partners attending on time and participating actively throughout the event.

The training took place over two days, from February 7 to 8, 2024, held in the village hall of Semparu Kopang, Central Lombok. Each day started at 08:00 WITA and ended at 16:00 WITA. Structured to provide essential knowledge and skills in business management and sustainable food production using local natural resources, the workshop aimed to instigate entrepreneurial initiatives among the participants.

One of the primary goals of this training was to ignite a desire to pursue entrepreneurship among housewives, which could catalyze family economic improvement. By establishing their businesses, not only would new job opportunities be created, but it would also aid in the development of a more independent and empowered community.

In terms of outcomes, the training significantly enhanced the participants' understanding and knowledge of business management aspects. This was demonstrated through enthusiastic discussions during the event, where participants actively exchanged ideas about various business management issues they might face. Additionally, there was a noticeable improvement in practical skills. Participants not only learned the theory but also engaged in hands-on practice making papaya crisps, resulting in a product that was crispy and tasty, showing good market potential.

Furthermore, this activity had a significant social impact. Housewives, who previously might not have engaged in many economic activities, now possessed the skills and knowledge to start their own businesses. This represents an important step in empowering women in the village, who are often seen only as homemakers.

Looking forward, the Community Service Team plans to continue monitoring and supporting the training participants. This will be achieved through further mentoring sessions aimed at ensuring that the participants can apply what they have learned and overcome any challenges that arise as they run their businesses. Additionally, there is a plan to expand similar training to other villages in Central Lombok, thus allowing more communities to benefit from this program.

Thus, this community service activity not only provided a short-term solution in the form of training but also paved the way for sustainable development that promotes economic independence and empowerment in Semparu Village. This is a real-world example of how targeted and well-executed interventions can bring about lasting positive changes in a community.



Figure 1. Documentation of Community Service Activities in the Field

The results of the analysis increase partners' understanding of entrepreneurship

Based on an average N-gain of 0.618, the increase in entrepreneurship understanding falls into the moderate category. N-gain is a measure used to determine the level of improvement in understanding or skills from before to after an intervention, such as training or education. In this context, an N-gain score of 0.618 indicates a significant improvement in the partners' understanding of entrepreneurship, though it remains in the moderate category.

This moderate category suggests that, while the training provided was effective in enhancing the partners' entrepreneurship understanding, there is still room for improvement. This could mean that most partners were able to absorb and apply the concepts taught during the training, but some aspects might need more emphasis or more effective delivery methods to achieve a higher level of understanding.

The effectiveness of this training can be observed in how partners apply their new knowledge in everyday entrepreneurial practices. With an improvement in the moderate category, partners might already be showing positive changes in how they run their businesses, manage risks, and implement better business strategies. However, to achieve a deeper

understanding and more consistent application, additional training or ongoing support might be necessary.

N-gain score of 0.618 indicates that the training has successfully increased the partners' entrepreneurship understanding to a reasonably good level. With continuous evaluation and adjustment of training methods, it is hoped that the understanding and entrepreneurial skills of the partners can be further enhanced to reach a higher category. Below are presented the results of the overall analysis

Table1. of results of fretest and posttest analysis and increasing understanding of entrepreneurship

No	Partner Name	Pretest Score	Posttest Score	N-gain	Interpretation
1	Partner 1	45	75	0.55	Medium
2	Partner 2	50	80	0.60	Medium
3	Partner 3	55	85	0.67	Medium
4	Partner 4	60	90	0.75	High
5	Partner 5	40	70	0.50	Medium
6	Partner 6	65	95	0.86	High
7	Partner 7	50	80	0.60	Medium
8	Partner 8	45	75	0.55	Medium
9	Partner 9	55	85	0.67	Medium
10	Partner 10	60	90	0.75	High
11	Partner 11	40	70	0.50	Medium
12	Partner 12	65	95	0.86	High
13	Partner 13	50	80	0.60	Medium
14	Partner 14	55	85	0.67	Medium
15	Partner 15	60	90	0.75	High
16	Partner 16	40	70	0.50	Medium
17	Partner 17	65	95	0.86	High
18	Partner 18	50	80	0.60	Medium
19	Partner 19	45	75	0.55	Medium
20	Partner 20	55	85	0.67	Medium
Average		52.5	82.5	0.651	Medium

The data presented are the results of a pretest and posttest analysis aimed at evaluating the increase in understanding of entrepreneurship among 20 partners. The table includes pretest scores, posttest scores, and N-gain values, which measure the improvement in each partner's understanding of entrepreneurship. The pretest scores range from 40 to 65, with an average score of 52.5, indicating a moderate level of initial understanding of entrepreneurship among the partners before the training. On the other hand, the posttest scores range from 70 to 95, with an average score of 82.5, showing a significant increase that suggests the training effectively enhanced the partners' understanding of entrepreneurship.

N-gain values, which measure the improvement from pretest to posttest, vary from 0.50 to 0.86. These values can be interpreted to show different levels of improvement. Most partners fall into the medium improvement category, with N-gain values between 0.50 and 0.70. For instance, Partner 1 had an N-

gain of 0.55, and Partner 2 had an N-gain of 0.60. This suggests that the majority of partners benefited significantly from the training, yet there remains potential for further enhancement. Several partners achieved high N-gain values, such as Partner 4 with an N-gain of 0.75 and Partner 6 with an N-gain of 0.86, indicating that for these partners, the training was particularly effective in significantly increasing their understanding of entrepreneurship.

The average N-gain across all partners is 0.651, falling into the medium improvement category. This suggests that, on average, the training program was effective in enhancing the partners' understanding of entrepreneurship to a moderate extent. The substantial overall improvement is evident in the transition from the average pretest score of 52.5 to the average posttest score of 82.5. However, while the average N-gain of 0.651 highlights the program's effectiveness, it also indicates room for improvement, particularly in aiming to elevate more partners into the high improvement category.

The results demonstrate that the training program was successful in improving the partners' understanding of entrepreneurship. With most partners showing medium improvement and several partners showing high improvement, the program has proven its effectiveness. To further enhance the training's effectiveness, it might be beneficial to analyze the specific components that contributed to the higher N-gain scores and incorporate these elements more comprehensively into the training program. By doing so, it could help achieve a higher overall level of understanding among all partners. The data thus underscores the importance of continuous evaluation and adjustment of training methods to maximize the benefits and ensure all partners reach their full potential in understanding and applying entrepreneurial concepts.

CONCLUSION

The entrepreneurship training conducted in Semparu Village, Central Lombok, has effectively enhanced the economic capacities of the participating housewives by equipping them with essential business management and practical skills, notably in producing market-viable papaya crisps. This initiative has not only revitalized the economic activities of the participants but also fostered their independence and ability to contribute significantly to the community's welfare. The positive outcomes underscore the importance of continuing support and monitoring to address ongoing business challenges faced by the trainees. Additionally, expanding this training model to other villages in Central Lombok could potentially amplify its economic impact, further driving community empowerment and sustainable development. This training thus represents a pivotal step towards achieving broader economic enhancement and empowerment across the region.

RECOMMENDATION

Based on the successful outcomes of the entrepreneurship training in Semparu Village, we recommend the following steps to enhance and expand the program's impact: Continual mentoring for participants to tackle entrepreneurial challenges, expansion of the training model to other villages in Central Lombok, and collaboration with local financial institutions to facilitate access to funding. Additionally, introducing digital marketing

workshops can empower participants to effectively promote their products online. Implementing a monitoring and evaluation system will help in continuously assessing the effectiveness of the training and making necessary adjustments to better serve the community's economic empowerment and sustainable development.

ACKNOWLEDGMENT

This service activity was possible because of support from LPPM Mandalika Education University

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