



EMPOWERING WOMEN THROUGH HOME INDUSTRY (PARTICIPATORY ACTION RESEARCH-BASED STUDY IN GAMPONG POST-CONFLICT COT LAMME - ACEH BESAR)

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Abstract

The service targets female home industry (HI) actors from Gampong Cot Lamme Aceh Besar who are still having social and psychological impacts due to the conflict. They tend to be pessimistic and apathetic in managing their business, even though their business contributes to the family economy. An Action Research approach was used to ensure community involvement throughout the program. The research problem formulation is how to model empowering women's home industries based on action research, strengthen home industries, and encourage community involvement, especially HI actors. The service results show that the community empowerment model is implemented through six focuses: strengthening business

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mentality and spirit, improving product quality, improving business management skills, expanding marketing access, and building networks. Mental strengthening of business is carried out through a religious approach based on recitation. The result was that 14 businesses had official business licensing documents, packaged products, and had diversification of salted duck egg products. Marketing is carried out with the label "Aseli Cot Lamme Poe." Meanwhile, multi-stakeholder involvement was carried out by bridging partnerships with the Islamic Community Development Study Program (PMI) FDK UIN Ar-Raniry, PLUT Aceh Besar and TP-PKK Kuta Baro District.

Keywords: Home Industry; Community; Women; Cot Lamme.

Abstrak

Sasaran pengabdian adalah pelaku Industri Rumahan (IR) perempuan Gampong Cot Lamme Aceh Besar. Masyarakat korban konflik yang masih terlihat dampak sosial psikologi akibat konfliknya. Terdapat sikap pesimis dan apatis dalam menjalankan usaha, padahal usaha itu menjadi penopang ekonomi keluarga. Merespon situasi ini, maka digunakan metode PAR yang mengutamakan keterlibatan aktif masyarakat. Rumusan masalah penelitian adalah bagaimanakah pelaksanaan pemberdayaan masyarakat melalui IR perempuan berbasis PAR, dan bagaimana pelibatan multi stake holder. Hasilnya diketahui bahwa ada enam fokus pengabdian yang telah diterapkan. Enam fokus dimaksud adalah memperkuat mental enterpreneursif dan spirit maju, memperbaiki kualitas produk, mengasah ke,a,puan managemen usaha, meningkatkan akses pemasaran, memfasilitasi terbentuknya kelompok IR perempuan, dan membangun jejaring kemitraan. Penguatan mental usaha dilakukan melalui pendekatan religis berbasis pengajian. Hasil dari pendampingan usaha yaitu ada 14 usaha yang telah mendapatkan izin, sebagian produk IR nya telah berkemasan, diversifikasi produk telur itik asin. Pemasaran dilakukan dengan label "Aseli Cot Lamme Poe". Sementara upaya pelibatan multi stake holder adalah dengan menjembatani kemitraan dengan Prodi Pengembangan Masyarakat Islam (PMI) FDK UIN Ar-Raniry, PLUT Aceh Besar dan TP-PKK Kecamatan Kuta Baro.

Kata Kunci: Industri Rumahan; Masyarakat; Perempuan; Cot Lamme.

INTRODUCTION

The home industry (HI) is a micro-scale industry that typically produces finished goods with added value, which are conducted at home on a specialized or part-time basis.¹ "home-based" refers to women-centric homes, positioning HI as a strategic opportunity for responsive economic empowerment tailored to women's situations and experiences.² However, developing HI is difficult as it heavily depends on the entrepreneurs, including efforts to develop it in Gampong Cot Lamme.

Cot Lamme is a post-conflict village still affected by socio-psychological impacts in the community, evident in pessimistic and apathetic attitudes.³ A Gampong Cot Lamme community leader, Sya'ban, mentioned that "our community is already pessimistic and feels stuck in business development." Sya'ban even expressed pessimism when stating, "In other villages, there are many outstanding products, but we don't have anything we can excel in".⁴ However, participatory assessment results indicate opportunities for developing Acehese specialty cakes, salted duck eggs, duck farming, roasted coconut, catfish farming, and mushrooms. Yet, due to various limitations, these ventures tend to stagnate.

One of the salted duck egg entrepreneurs mentioned, "I've been making salted duck eggs since I was a child until now (60 years old), selling them as is without thinking of developing further, so the business remains as it is".⁵ Other businesses face similar challenges. Although these businesses support family incomes, their management remains sporadic, their entrepreneurial mentality is weak, business and production techniques are limited, and they feel they lack potential in the village. Thus, to address this, an empowerment method is needed to foster optimism and increase community participation in the changes they need.

Mapping results reveal several challenges faced by home industry entrepreneurs. Firstly, they face internal and family-related constraints, experiencing double burdens without spousal support. They also perceive themselves as "village people" with limited access to the outside world. Moreover, female HI entrepreneurs often lack confidence and face technical challenges, such as the inability to drive motor vehicles, thus heavily relying on others. Despite their contributions, their efforts are considered non-prospective and often disregarded by their families.⁶

Conversely, these entrepreneurs aspire to advance their businesses, gain recognition for their family contributions, expand market reach to supermarkets and online platforms, and collectively envision famous products (salted duck eggs and cakes) from Cot Lamme, attracting many visitors. They also dream of direct access to garden-grown vegetables for buyers without needing market transportation. Additionally, they envision culinary businesses emerging in the village to cater to visitor needs,⁷ hinting towards potential tourism, albeit not directly stated.

¹Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Republik Indonesia, "Petunjuk Pelaksanaan Pengembangan Industri Rumahan di Daerah", *Juklak*, (Jakarta: tt, 2016), hlm. 3.

²Yuli volita, 2018, Pengembangan Industri Rumahan Perempuan di Aceh, *Laporan Program*, Banda Aceh: DP3A

³Juliato Saleh, 2009, Pengembangan Community Centre Cot Lamme, *Laporan Kegiatan*, Banda Aceh.

⁴Interview with Sya'ban, Geuchik of Gampong Cot Lamme on December 12, 2019 in Cot Lamme.

⁵Interview with Me, Owner of Boh Itek Masen Home Industry Business, on February 4, 2020 in Cot Lamme.

⁶Interview with Ln. Au and Kl in Gampong Cot Lamme on January 23, 2020.

⁷Results of FGD on March 22, 2020 in Gampong Cot Lamme.

Furthermore, SWOT analysis from stakeholder engagement using Venn diagrams reveals that the only close partners of female HI entrepreneurs are local village shops surrounding Cot Lamme. These shops serve as outlets for their cakes, salted eggs, and other products. However, proximity alone does not significantly influence due to limited product capacity, resulting in slow turnover. Hence, HI entrepreneurs tend to be passive, waiting for the next production cycle when their products sell out at these shops.⁸

Another partner is the PKK TP Gampong Cot Lamme. Despite the growing closeness, their influence remains limited due to weak institutional bargaining power within the village. The potential of this partnership lies in improving access to business assistance and other support.

Another networking partner is the Islamic Community Development Program (PMI) at UIN Ar-Raniry, which has established a Memorandum of Agreement (MoA) to make Gampong Cot Lamme a Community-Based Laboratory for PMI students. This partnership plays a crucial role where the university, particularly the PMI program, acts as a facilitator and broker between HI entrepreneurs and other stakeholders.

Given the severely limited partnership conditions, the actual issue lies in HI entrepreneurs not being connected with key business partners. These partners include the village head or geuchik, markets, and the Gampong-Owned Business (BUMG). These partners possess authority, resources, and responsibilities toward advancing female HI. Consequently, HI entrepreneurs lack a supportive network capable of strengthening their businesses.

In this context, participatory action research efforts are crucial. The appropriate efforts to strengthen business and family mentality, enhance business skills, and bolster the networking of these home industry groups will be the focus of this mentoring and will be discussed further. According to Roosganda Elizabeth, as quoted by Marthalina, empowering micro, small, and medium-sized enterprises led by women requires creating a conducive climate by 1. Encouraging, motivating, and raising awareness of their potential; 2. Creating accessibility to various opportunities to empower them further, and 3. Taking protective actions to support potential, evidencing a commitment to prevent and limit unfair competition and exploitation of the weak by the strong.⁹ These three elements are elaborated on in this community-based service research and adapted to the situation in Cot Lamme. This aligns with the characteristics of women generally growing up in patriarchal cultural situations.¹⁰ In some community services involving women's permissiveness in patriarchal societies, this consideration is also particularly important.¹¹

⁸Interview with Ks, Au, MS, and KL in Gampong Cot Lamme on February 1, 2020.

⁹Marthalina, Pemberdayaan Perempuan dalam Mendukung Usaha Mikro, Kecil, Dan Menengah (UMKM) di Indonesia, *J3P (Jurnal Pembangunan Pemberdayaan Pemerintahan)*, Vol. 3, No.1, Juni 2018, hlm. 59 -76; Lihat juga Andi Nugraha, 2019, Pengembangan Masyarakat Pembangunan Melalui Pendampingan Sosial Dalam Konsep Pemberdayaan di Bidang Ekonomi. *Jurnal Ekonomi Modernisasi*, Volume 5, Nomor 2, Juni.

¹⁰You, Y., 2019, "Relasi Gender Patriarki dan Dampaknya Terhadap Perempuan Hubula Suku Dani, Kabupaten Jayawijaya, Papua", *Sosiohumaniora*.

¹¹Eka Sri Mulyani et al., 2018, "*Laporan Pengabdian Universitas Membangun Desa Kemitraan UIN Ar-Raniry dan Kompak*". See also Mustabsyirah Husein et al., 2015, "*Penguatan Pola Asuh Anak Berbasis Majelis Taklim Kaum Ibu*", Service Report, Banda Aceh.

METHOD

Community involvement must be intentional, prepared, and targeted appropriately.¹² Among the relevant approaches is Participatory Action Research (PAR). PAR prioritizes community participation from the planning stage onwards. Community participation occurs when there is agreement and awareness among the community regarding issues, their implications on their lives, or the benefits and changes they can achieve. Thus, community involvement is not merely as beneficiaries or passive participants but actively engaged in determining directions and actions. Therefore, the initial process is closely linked to increasing community awareness through critical education.¹³

Similarly, in Cot Lamme's socio-psychological post-conflict context characterized by apathy and pessimism, empowerment efforts should begin with changing mindsets towards life. Based on this premise, this service is implemented using the Participatory Action Research approach, with the following objectives: first, to build a positive community mindset towards an optimistic life; second, to establish women's home industry groups with sustainable production and mutual support, maximizing village potential and enhancing community welfare; and third, to increase community knowledge and skills related to home industry development. This activity was conducted for 14 months, from November 2019 to December 2020, and continues through student practical activities in the Islamic Community Development Program (PMI) at the Faculty of Da'wah and Communication, UIN Ar-Raniry, Banda Aceh.

This PAR-based research process uses the KUPAR empowerment cycle (to Know, Understand, Plan, Act, and Reflect).¹⁴ In the first cycle, researchers gather information and seek understanding through observation or initial mapping assessments. The next steps involve planning relevant actions and implementing them in action form. Subsequently, results are observed or evaluated to determine subsequent actions and implementation. This cycle continues according to the intended direction, responding to existing needs. Community participation is expected to increase continuously throughout the process, so the cycle revolves around the community becoming the main driving force.

The research site is Gampong Cot Lamme, Kuta Baro District, Aceh Besar Regency. This PAR research focuses on mentoring women's HI groups to enhance community welfare. The mentored HI groups consist of 29 female home industry entrepreneurs, including 14 members in the cake group, seven in the salted duck egg group, and eight in the agriculture group. Data collection processes include mapping and mentoring implementation through observations, focus group discussions (FGD), and interviews using participatory techniques such as Venn diagrams, Semi Transek, Dream Drawing, and SWOT analysis framework.

¹²Peter Reason, "Tiga Pendekatan dalam Penelitian Partisipatif", in Norman K. Denzin and Yvonna S. Lincoln, eds., *Handbook of Qualitative Research* (Yogyakarta: Pustaka Pelajar, 2009), hlm. 422-423.

¹³Peter Reason, "Tiga Pendekatan dalam Penelitian Partisipatif..."

¹⁴Abdul Rahmat dan Mira Mirnawati, "Model Participation Action Research dalam Pemberdayaan Masyarakat", *Aksara: Jurnal Ilmu Pendidikan Nonformal*, Vol 6, No 1 (2020), hlm. 62-71. Lihat juga Ahmad Umar, tt, Penerapan Strategi Pembelajaran Active Knowledge Sharing Untuk Meningkatkan Motivasi dan Hasil Belajar Mata Pelajaran Ilmu Pengetahuan Sosial Siswa Kelas VIII I Sekolah Menengah Pertama Al Islam.

FINDINGS AND DISCUSSION

A. Implementation of Strengthening Women's Home Industry in Cot Lamme

The term home in the terminology of Home Industry tends to be understood by the community as a business that is as it is, does not need to be professional, and in the process is considered by the perpetrator, not a real business, but just a part-time. Therefore, this HI is not expected to grow, and its practice tends to be on and off depending on the perpetrator's time situation. As a result, the business tends to remain static and not grow. In this situation, the strengthening of the home industry that has been implemented includes:

1. Strengthening the entrepreneurial spirit of women HI actors.

The most important lesson learned from the mentoring process for these women entrepreneurs is that the toughest part is building their entrepreneurial spirit. Although these women entrepreneurs depend on their business income, they do not aspire to develop their businesses. Therefore, the business runs in a routine pattern without innovation. They produce as usual, wait and hope the sales run out or are overdue, and then produce again. Thus, HI actors in the cake cake business, or salted duck eggs, are doing business as they are. This is influenced by post-conflict society, where HI actors only run businesses on targets to stay in a safe position and do not want or dare to do new things because they are worried about the risks.

Building trust is a very important prerequisite. Trust is built through religious recitation every Wednesday morning, which business owners and other women in the community attend. At the beginning of the recitation, only a limited number of people wanted to talk, and little was said. However, the conditions changed after several meetings so much was discussed. This strengthens the Islamic spirit to advance, be strong and independent, build a strong family and help other communities.

Furthermore, through the Macro Practicum activities of PMI Study Program students, a group approach is applied to bring out the character of leadership and the characterization of several women among them. So, among the female figures conditioned to leadership, awareness of social responsibility emerges. In every activity, potential women are guided to lead meetings and say opening remarks. In addition, the effort to condition the leadership of female HI actors is to assign them to represent the group and share it with other HI actors. This method has strengthened the confidence of women leaders and made them realize that they have authority and need to act. This includes the head of the TP PKK, Gampong, who initially did not dare to lead the women in her village but eventually became accustomed to managing joint work, organizing the division of roles, and leading meetings and others.

The next stage is forming business groups through the gampong TP-PKK. A deliberation facilitated by the gampong TP-PKK, attended by the Sub-district TP PKK, led to an agreement to form a business group and management based on the type of business. This management is then escorted together until the Geuchik Decree authorizes it. This business group is expected to empower members to become strong and independent. According to Kusnadi, as Farinda and MC Candra cited, women's motivation to work in the public sphere is generally based on household economic interests, gaining independence, learning to face socio-economic challenges and improving their social status. So, women's empowerment aims to make every woman independent and not depend on

her family or other people.¹⁵ The notion of independence in women is often associated with economic independence, which can increase bargaining and self-confidence and realize that she is free-willed.¹⁶ So, strengthening the entrepreneurship spirit is directed at strengthening self-confidence for economic independence.

2. Business Legality

Business legality is fundamental. So, this PAR-based service program also seeks to help the assisted HI actors obtain. The total number of businesses is 28, and 15 have been successfully assisted to meet the requirements and obtain a business license. This business license processing was done in a series of practicum or internship activities for PMI students at the PLUT Aceh Besar institution. Internship activities at PLUT target the number of businesses in the community that internship students assist. So, this target is synergized with a service program that requires facilitation and assistance in managing business licenses. A partnership formalization was carried out to bind this collaboration activity by signing an MoA between the PMI Study Program and PLUT Aceh Besar and between the PMI Study Program and Gampong Cot Lamme.

Apart from being initiated by the research team, this partnership was also used as an opportunity to succeed in this PAR-based service activity. The team conveyed the participatory program design in several meetings with PLUT resources. Departing from this exposure, PLUT and the PMI Study Program agreed to help facilitate obtaining business licenses through institution-based practicum activities. Then, there was an agreement detailing the division of roles: The PLUT institution will provide capacity building for students related to business license management. Meanwhile, the research team will facilitate the process of students to assist in the community. PMI Study Program then supervises the performance of students in the field. This collaboration is a symbiotic mutualism, producing good for each party and the community.

This business license assistance is not only targeting the license. But it is more than that, namely increasing the knowledge and skills of women HI actors about the importance of business legality and the procedures for managing it. It also aims to increase the confidence and seriousness of HI actors in running and developing their businesses.

3. Product Quality, Packaging, and Diversification

Assistance related to these HI businesses' quality, packaging and product diversification has led to several changes. In the salted itek egg business group (boh itek masin), initially, sales were made without any packaging or with plastic bags only. However, two boh itek masin business owners sold their products using per-grain packaging and packages of four or six grains during the mentoring period. In addition to product diversification, female HI actors initially sold raw salted itek eggs; now, they produce ready-to-eat boiled itek masin eggs. These boiled salted itek eggs are sold to rice stalls in the Kuta Baro market or have reached markets outside Cot Lamme village; as a result of the training

¹⁵Farinda Dita Ardiani and MC Candra Rusmala Dibyorini, "Pemberdayaan Perempuan Melalui Kelompok Wanita Tani (KWT) 'ASRI' Kelurahan Bendung Kapanewon Semin Kabupaten Gunung Kidul", *Jurnal Sosio Progresif: Media Pemikiran Studi Pembangunan Sosial*, Vol. 1, No. 1, December 2021, hlm. 1-12.

¹⁶Arie Dyah Astuti, Endang Sri Indrawati, dan Tri Puji Astuti, "Hubungan Antara Kemandirian dengan Sikap Terhadap Kekerasan Suami Pada Istri Yang Bekerja di Kelurahan Sampangan Kec. Gajah Mungkur Kota Semarang", *Jurnal Psikologi Universitas Diponegoro*, Vol. 3 No. 1, Juni 2006, hlm. 45-54.

at BIMA Company, the assisted group was taught how to make boiled salted eggs that can last a week, without preservatives and still delicious.



Figure 1. Bottled Raw and Boiled Boh Itek Production.

Changes also occurred in the cake business group. Initially, the chips were only available in Rp.1000 packaging, targeting school children. After the assistance, the HI business has produced chips in larger packages with a price of IDR 10,000, targeting buyers in the market. In addition, other products, namely spinach chips and donuts, were added as a result of the training. Spinach chips and pumpkin donuts are new products for the community after receiving training at the GetLatela Cake Business. This product is also an alternative utilization of agricultural products. This is part of the solution to the problem of unstable vegetable prices, including spinach. The condition of falling vegetable prices is often experienced, so knowledge about spinach peyek is part of the solution. The training on making spinach keripik was conducted after obtaining the results of an assessment of the price of vegetables and agricultural products, including spinach, which is prone to falling prices, so HI actors cannot sell their vegetables. "The cost of oil is more expensive than the profit earned," said Ms. Hassan.¹⁷ In addition, the production of doughnuts, also a result of the training, is based on pumpkin, which is available in large quantities and easily found in Cot Lamme. With the variety of products the assisted HI actors have produced, it will be easier and more mutually supportive if these productions are united under the same label. Thus, a common label was agreed upon for all the cookies and chips produced, namely "Aseli Cot Lamme Poe" (the original product of Cot Lamme).

4. Marketing

Almost all assisted business owners are pessimistic about marketing and choose not to innovate or go about their business. This situation then underlies the marketing assistance in groups, which was agreed upon by the assisted groups. The obstacles faced so far are market access, online access and other marketing networks. So, several stages were carried out in groups. First, agreeing on a common label that all products can use. Discussions for this were held several times until the idea of the product using the label "Aseli Cot Lamme Poe" with the symbol of the letter C, and it was agreed to be a joint label, which also promotes the name of the village. The hope is that all products in Cot Lamme can be easily recognized. This can also be an effort to support each other and boost marketing between one product and another.

¹⁷Interview with Ms in Gampong Cot Lamme during Assessment activities on January 21, 2020.

Second, the next marketing effort is to prepare the "Aseli Cot Lamme Poe" flyer. This flyer is intended to make it easier for HI actors to promote their products through social media and other online media. Before the joint logo agreement, there were also HI actors who had made their flyers with their names, but they felt this to be less effective because only a limited number of people promoted it. Each struggled with the flyer with the joint logo, so it spread more widely because the HI actors also spread it. If someone orders a product that is not theirs, they must inform them in the women's HI group's WhatsApp group. The point is that marketing is encouraged in groups to strengthen each other. Apart from the fact that only six home industry players have Android phones, it is also difficult to get a positive effect in recording consumer memories of Cot Lamme products because of the many flyer models. So, this flyer must be made uniform for all Cot Lamme products to make it easier for consumers to remember. Here is a picture of the flyer in question:



Figure 2. Flyer with a shared symbol "Aseli Cot Lamme Poe".

The flyer above is the pattern HI actors use to introduce their products. HI, actors immediately shared this flyer regarding their WA and IG statuses. Their families, relatives, and research team shared it on social media.

The change in marketing patterns to groups has resulted in the expansion of the product market. Gampong Cot Lamme's boh itek masen products have been distributed in the Kuta Baroe market, especially boiled boh itek masin. Meanwhile, chips and shrimp paste crackers, which used to only be available in ordinary plastic packaging for one thousand rupiah, are now produced in packages of Rp.10,000. The Rp10,000 chips are produced to fulfill orders through social media. After the mentoring, it is hoped that the HI actors can sustainably develop their business and expand their marketing access.

5. Establishment of Women's Home Industry Group

At the next stage, it was agreed to form the Gampong Cot Lamme Women's Home Industry Business Group. Buk Geuchik and Bu Camat, the Head of TP PKK, led the formation process. Currently, the formed management is in the process of being ratified through a Geuchik Decree. The picture on the side shows Bu Geuchik explaining this management. It took repeated briefings and strong motivational efforts before Ms. Geuchik was brave enough to deliver her explanation. After that, Bu Geuchik and Bu Camat facilitated the formation process.

Meanwhile, researchers and volunteers assisted in documenting the formation process and provided input if the process looked stagnant. As a result of the deliberation,

the management of this women's home industry group was formed, which was then legitimized through the Geuchik Decree. This decree is dated September 3, 2020. Issuing this decree was done in stages so that HI group members have a good sense of belonging to their group. If compared to a top-down approach, the process would be very easy. All you need to do is draft a group decree and have it approved by village officials. However, the group scheme is not the goal at all. The real goal is how to strengthen social capital through organized togetherness. Therefore, the process of group formation is participatory and bottom-up. So, the initiation comes from the community, and the community carries out the process, including its control. Therefore, when the Geuchik Decree on the HI Group was issued, the members felt more ownership and belonging.

As a PAR-based approach, the formation of the HI group is an effort to ensure the program's sustainability. From the beginning, the activities have been delegated institutionally to TP-PKK, the specifics of which are then derived to the elected HI Group Management. Thus, the role of researchers as facilitators is to strengthen the institution. Meanwhile, with their authority, the TP-PKK and the HI group administrators made several efforts to strengthen HI and the capacity of the members.

6. Stake Holder Support

The research team and business actors have been linked with the Aceh Besar Integrated Business Service Center (PLUT) during the mentoring process. PLUT is an institution formed by the Ministry of Cooperatives, coordinating its duties and functions with the Office of Trade, Industry and Cooperatives of Aceh Besar. As a result of the MoA between PLUT and the PMI Study Program, as well as Gampong Cot Lamme, PLUT committed to making the Gampong Cot Lamme HI group a PLUT assistance. On this basis, PLUT and practicum students from the PMI Study Program assisted the HI actors in fulfilling the requirements for business licensing and facilitated their management. Other partnerships are with the Center for Gender and Child Studies (PSGA) and the Center for Women's Studies (PSW) UIN Ar-Raniry. During the mentoring period, PSW has sent lecturers to give recitations to strengthen the spirit of entrepreneurship. While PSGA was assisting with training for HI actors, it showed appreciation for the best participants.

For program sustainability, the PMI Study Program, based on the MoA with the Gampong, is committed to continuing student practicum activities in collaboration with PLUT to assist this HI group. In addition, the TP PKK of the Kuta Baro sub-district has developed a plan to involve Cot Lamme HI actors in the sub-district business expo in 2021. This was conveyed after the sub-district TP PKK board saw the development of HI business actors in Cot Lamme. The head of the sub-district, TP-PKK and two of her administrators have been actively assisting Cot Lamme HI business owners since the capacity building program began. The sub-district head of Kuta Baro, who became involved during the peak of Covid-19 in Aceh, has also become an intense partner in supporting this program. This partnership is a strategic effort that is expected to contribute to opening marketing channels for Cot Lamme products.¹⁸

The six steps involved in empowerment through women's home industries are not easy. Given the combination of rural community psychology with post-conflict areas, this

¹⁸Marty Mawarpury, Analisis Koping dan Pertumbuhan Pasca-trauma pada Masyarakat Terpapar Konflik, *Jurnal Psikohumaniora: Jurnal Penelitian Psikologi*, Vol 3, No 2 (2018), hlm. 211-222.

community has a unique character. On the one hand, it is easy to see the community's cohesiveness because the experience of life difficulties during the conflict formed a strong sense of fate and solidarity. This is part of post-traumatic growth. Marty Mawarpury mentions that communities in areas of high conflict escalation, post-conflict, will experience post-traumatic growth, which is a positive change experienced after struggling with traumatic living conditions.¹⁹ Linley and Joseph (2009), as cited by Marty Mawarpury, mentioned that one of the domains that changed positively was the improvement of relationships with others, such as having better values towards family and friends.²⁰

On the other hand, this community has limited fighting power, as it avoids challenges and chooses to act in a static, risk-free manner. Meanwhile, the struggle to develop a business is considered a risk that could affect the safety zone of their lives. This tendency is also prevalent in post-conflict societies. Folkman, as cited by Mawarpury, states that humans have coping strategies to deal with the pressures they face in life. Among these is problem-focused coping, which aims to reduce the number of stressful situations.²¹ More passive actions in business management are part of reducing or avoiding stressful situations. Therefore, efforts to empower HI actors must be carried out slowly, letting it roll and flow in the readiness of the community to change. So, when compared to the empowerment of women's groups in other villages, the progress is very slow. However, the peculiarity of the situation in Cot Lamme was recognized, so the assistance target was also arranged more modestly.

Using a religious approach to build the spirit of entrepreneurship is a must for Cot Lamme and Aceh. What's more, Acehnese people are known as a religious society and are accustomed to using religious coping by submitting themselves to their religious beliefs.²² So the recitation that is routinely held every Wednesday morning at Meunasah Gampong also contains material on "Aceh conflict and forgiveness," as well as "washing away past grudges," in addition to material strengthening the religious spirit to strive for maximum effort at work and material related to the existence of women's social worship. In the context of participatory action research, the Wednesday morning recitation is a community education effort to build people's critical awareness of their situation and ability to move forward and benefit their families and communities. In addition, the Wednesday morning recitation is also a medium for group strengthening based on the leadership of Mrs. Geuchik, the head of the Gampong TP-PKK. Positioning change efforts as part of the TP-PKK campaign's performance. Ultimately, it is expected to encourage community participation personally and institutionally.

Community participation is a major part of the PAR approach.²³ Active participation involves initial mapping, planning, implementation, and reflection. So, the empowerment ideas are community-produced and owned by the community. The biggest challenge is exploring these community-owned ideas. As rural women who are geographically distant from the center of progress, conveying ideas is difficult. Apart from not being used to it, self-confidence is also not strong. So, the help of PAR techniques was maximized to facilitate the expression of ideas. The techniques used were transect, ven diagram, problem

¹⁹Marty Mawarpury, Analisis Koping dan Pertumbuhan Pasca-trauma...

²⁰Marty Mawarpury, Analisis Koping dan Pertumbuhan Pasca-trauma...

²¹Marty Mawarpury, Analisis Koping dan Pertumbuhan Pasca-trauma...

²²Marty Mawarpury, Analisis Koping dan Pertumbuhan Pasca-trauma...

²³Johny Torereh, 2018, *Pemberdayaan Masyarakat Komitmen Organisasional, Learning Organization (Studi Kasus UMKM)*, Mononutu-Minahasa Utara: Yayasan Makaria Waya.

tree, dream drawing, and SWOT. Transects were conducted twice. The first was to walk through the gampong to map the possibility of 'moringa' businesses, and the second was to map the potential for agriculture-based businesses. The use of several participatory techniques, in addition to the purpose of data collection, is also a medium for critical education that can arouse community awareness regarding their potential, shared dreams, and the challenges they must face. The mapping stage is allied with the awareness stage to build the community's readiness to be involved and active as the owner of the agreed empowerment plan through the home industry.

Women's empowerment through the home industry is carried out on a group basis, given the limited capabilities of some business actors. Only three people use their Android, while the others use ordinary cell phones or share their husband's or children's cell phones. Without social media support, product promotion and marketing reach is limited. Regarding potential, both salted duck egg businesses, cakes and agricultural businesses have advantages. The salted itek eggs produced have a distinctive taste due to the good quality of eggs from ducks raised in the village rice fields.

Regarding snacks, there are shrimp paste crackers made by the businessman himself, freshly fried and packaged in children's snack portions. These crackers have a flavor that has the potential to attract the market. Regarding agricultural businesses, one alternative training is using old spinach leaves into spinach peyek and training vegetable packaging in the middle to upper market standards. In addition, business licensing has also increased the number of people who obtain business licenses.

B. Notes on the Experience of Women's HI Empowerment Based on PAR

In the responsive process, applying the Participatory Action Research approach through women's home industries in the Post-Conflict village of Cot Lamme faces several situations that require adaptation of strategies. So, this adaptation process found two important experiences of community empowerment, which can be described as follows:

1. Adaptation of the Covid-19 Pandemic Period Empowerment Strategy

The first experience of empowerment was during Covid-19. At that time, mentoring was a tough choice. When Covid-19 strengthens nationally, the position of empowerment is intense, and the spirit of entrepreneurship has begun to build; several partners are increasingly participating, including the Aceh Besar Integrated Business Service Center (PLUT) and TP-PKK Kuta Baro District, the leadership of the Faculty of Da'wah and Communication of UIN Ar-Raniry is also enthusiastic and committed to continuing this service. But the pandemic disaster had to stop it. For a while, the process stagnated, even though several workshop activities had been carried out. Regular recitation every Wednesday morning presents speakers and lecturers to strengthen micro businesses such as Zahri, Jason, and others, which has been running for four months. This has formed a spirit to move forward and learn from each other.

In addition, PMI student practicum activities have also just been completed. Some capacity-building activities such as "Basic Entrepreneurship Training" and "Production Value Cake Making Training" have been implemented. If this process stops due to Covid-19 constraints, it will be a waste of various efforts that have been well processed. Another challenge is the change of leadership at the village level, so these activities must be re-oriented to the new geuchik. Continuing the strategy with the initial design concept became very difficult in this situation. It is not easy to get the support of new village officials when they do not understand the program.

Meanwhile, efforts to meet with village officials are limited due to Covid-19. In this situation, the team held repeated discussions called on village conditions and public health. Finally, the team changed its approach slightly by approaching the sub-district to encourage geuchik involvement and limiting the participation of capacity-building activities to the champions. The location of the capacity building was also moved to the sub-district office to prevent a large gathering of residents if it was held in Cot Lamme.

In response to this change in strategy, the team held an audience with the Camat of Kuta Baro, which resulted in two agreements. The first agreement was that the sub-district head would actively seek the support of new village officials. One of the ways is that the sub-district head signed the invitation letter for the activity so that the village officials could attend. The second agreement is that the sub-district head is willing to prepare the office hall for capacity-building activities that meet the Covid-19 period health protocol.

The results of this approach have had a significant impact on accelerating the involvement of new village officials. Previously, the geuchik always showed informal support, but in some activities, there was an element of reluctance from the geuchik due to assumptions about women's activities. Another result of the Geuchik's involvement in some of these service activities was that the Cot Lamme Geuchik agreed to allocate a budget for HI activities to activate women's business groups in this village.

The change in training beneficiary strategy, which is no longer for all business actors but only two or three selected representatives from each type of business (cakes, boh itek masin and agriculture), allows the training process to continue and meet the Covid-19 period health protocol standards. Selecting participants is done selectively by choosing participants with champion capacity. The goal is for participants trained to be willing and able to explain the knowledge and skills they have gained to their fellow HI actors who did not participate in the training.

This strategy became an alternative during the Covid-19 period and was successfully carried out by selected champions. One was shown by the participants who participated in the training of making donuts and spinach chips at the Getlatela Donut company. After completing the training, they were able to facilitate learning with the group by practicing making these cakes again in the evening at one of the champion's houses. This activity subsequently received budget support from the village to re-practice the learning at the gampong level.

In parallel with this process, the transfer of empowerment leadership functions was slowly directed to the gampong TP PKK and the sub-district TP PKK. The sub-district TP PKK was also encouraged to take responsibility for continuing the mentoring as part of the Pokja Ekonomi program. Thus, in several meetings, the head of the sub-district TP PKK was directed to lead meetings, including the deliberation on forming the Women's HI Business Group. This made the sub-district TP PKK an integral part of the HI group strengthening process.

2. Learning through Field study/field trips in post-conflict communities

Based on the assessment findings, it is known that the strength of the Cot Lamme women's HI group is its sense of togetherness. The group enjoys being together and is active in visits, social activities and travel. Adapting to this situation, the learning activities were also designed to be recreational. The recreative design was prepared to respond to post-

conflict communities traumatized by the bitter experiences of the conflict.²⁴ Es mentioned in the interview regarding the expected learning methods: "We should not be told to learn heavy things, ma'am, it's hard then ma'am, we just want to have fun learning, it was hard enough during the conflict period," said Es, which was also responded to by the agreement of other HI actors.²⁵ This situation was then considered when designing empowerment activities through field studies. A field study was designed by selecting several champions to learn at the Boh Itek Masin Aceh (BIMA) business. Learning activities are done by practicing directly making salted itek eggs using simple technology. In addition, participants also learned about the packaging. The participants followed the learning process with enthusiasm. One participant, Me, 60, an HI practitioner from the boh itek masin business group, mentioned that she has been producing boh itek masin since she was a child and did not know that boh itek masin can be processed with brick powder, which is easily available in Cot Lamme.²⁶

Another field study was conducted by visiting the Get Latela Donut cake business. In Get Latela's kitchen, the participants learned how to make donuts from pumpkin and how to make spinach chips. Both are very important for HI actors because they can utilize agricultural products around them. The advantage of learning with this field study is that participants do not just learn to make cakes but also see the kitchen layout, various equipment with their sizes and uses, and business management. So that the participants are increasingly motivated to dream of having a thriving business. In addition, learning through field studies also strengthens team cohesiveness and togetherness.

These are two notes on the experience of empowering women through HI in the post-conflict community of Cot Lamme. These are notes of empowerment that parties can use in the context of similar empowerment.

CONCLUSION

The community empowerment model with Women's Home Industry through Action Research in Cot Lamme post-conflict village is carried out in six scopes, namely strengthening the entrepreneurship spirit of women HI actors, business legality, product quality, product packaging and diversification, marketing, formation of women's home industry groups, and stakeholder support. In the mentoring process, the COVID-19 disaster occurred, so the strategy was adapted to focus on strengthening champions and institutions. Meanwhile, in response to implementing the program in the context of post-conflict villages, the learning strategy is packaged more recreationally through field studies. These six focuses were outlined in a joint program design involving business actors, researchers and village officials. Strengthening business mentality is the initial focus and foundation for establishing other focuses. The erosion of apathy and pessimism into a spirit of progress and a strong entrepreneurial mentality can slowly be seen from the enthusiasm

²⁴Tgk Hatta (deceased) once described the conflict situation in this village during the peak of the RI-GAM conflict. Gampong Cot Lamme was considered a red zone or a GAM stronghold. Therefore, raids and various violent incidents and armed confrontations frequently occurred. Tgk Hatta mentioned that few men remained in the village; most had fled or hid in gardens or even in the forest. The community often witnessed corpses hanging from trees, some recognized, some not. Due to the scarcity of men in the village, women also had to assist in discovering these corpses. The suspicions of conflicting parties always created a very tense and fearful atmosphere for the community. Interview with Tgk Hatta at the beginning of the service in Cot Lamme, 2008.

²⁵Interview with Es in Cot Lamme on February 12, 2020.

²⁶Interview with Me in Cot Lamme on January 26, 2020.

of business actors participating in various activities. In addition, some business actors have adopted new knowledge and skills in their products. The action research model provides sufficient space and time for HI actors in the post-conflict community of Gampong Cot Lamme to understand, adapt and decide to be actively involved in the program.

The empowerment of female HI actors cannot be separated from women's challenges in forming a culture that tends to be permissive and family relations that are less supportive of their work. Therefore, strengthening their self-concept and entrepreneurial spirit must receive adequate intervention. One of the main points in implementing PAR is community participation based on their awareness. The religious approach with religious symbols and language must be maximized to form this. So that community education efforts can be carried out using existing local wisdom. In addition, home industries are often considered part-time businesses that are not strategic. So, it is necessary to build a mindset change toward this HI. So that their lives, which also depend on business progress, can be guaranteed.

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