



THE ROLE OF WOMEN'S GROUPS EMPOWERMENT IN STRENGTHENING INDEPENDENT MSMEs, BUSINESS UNITS “TELOR ASIN, KERIPIK SINGKONG AND KERUPUK OPAK NASI” IN CIBUNGUR VILLAGE, SUKARESMI REGENCY, PANDEGLANG

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Abstract

This community service activity aims to increase the economic capacity of residents by strengthening independent micro, small, and medium enterprises (MSMEs) based on local potential in Cibungur Village. The program, implemented by Bina Bangsa University's Community Service Program (KKM) students in 2025, focused on training and mentoring in producing salted eggs and rice crackers. A participatory approach was used to build community independence in product processing, marketing, and business management. The activity results showed improved community skills in food processing and entrepreneurial spirit, and the formation of an institutionalized village MSME. This activity demonstrates that university involvement through KKM can strengthen local capacity sustainably.

Keywords: community empowerment, MSMEs, Cibungur Village, Sukaresmi, Pandeglang

INTRODUCTION

Community empowerment is a structured effort to increase the capacity of individuals and groups to make decisions and manage resources independently (Suharto, 2005). Empowerment is particularly relevant in rural contexts because communities often face limited access to economic resources, education, and information.

Cibungur Village, Sukaresmi District, Pandeglang Regency, is a coastal village with significant agricultural and fisheries potential. According to village profile data, most residents work as farmers and fishermen. However, many residents still lack additional productive businesses. The presence of MSMEs, such as those producing salted eggs and rice crackers, presents a strategic opportunity to increase community income. Both products are based on local ingredients and are easily managed on a household scale. Social interventions were conducted through the 2025 Student Work Lecture (KKM) program at Bina Bangsa University, which provided training in production, business management, and marketing strategies. The goal of this activity was to strengthen residents' economic independence through the establishment of community-based businesses.

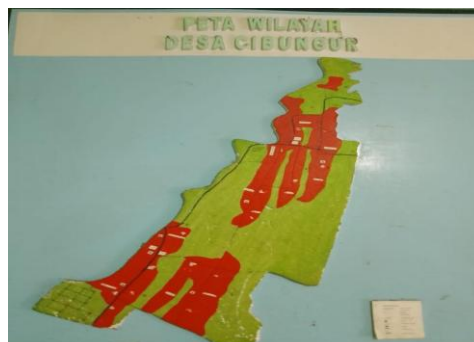


Figure 1. Map of Cibungur Village Area

Cibungur Village is the center of village government, covering 468 hectares on the shores of the Indian Ocean. Its boundaries are as follows: The geographical location of Cibungur Village is between:

1. North: Weru Village & Village
I'm going to catch
2. South: Sidamukti Village
3. West: Sunda Strait
4. East: Tegal Papak Village and Cikuya Village.

The distance from the Sukaresmi sub-district government center to the Pandeglang district government center is 49 km, and the distance to the government center is around 65 km.

Demographic Conditions of Villages/Sub-districts

1. Population Conditions The people of Cibungur Village have ties of brotherhood.

A very close-knit community, where everyone is like a brother. The community is very religious, as evidenced by the regular religious study groups held in each village, study centers, spiritual study groups, and educational foundations. The male population is approximately 1,555 households, with a ratio of 3,060 males to 2,894 females.

2. State of education

The State of education in Cibungur village consists of 4 kindergartens/early childhood education schools, three elementary schools/Islamic elementary schools, and one junior high school/Islamic junior high school. The following is the distribution of education levels in Cibungur Village based on the distribution of education levels.

Table 1. Distribution of Education Levels Cibungur Village

No.	Level of education	Ammount
1.	Elementary School/Islamic Elementary School	905
2.	Junior High School/Islamic Junior High School	611
3.	Senior High School/Vocational High School	307
4.	Bachelor/Diploma	30
5.	Dropout	489
6.	Illiterate	21

Source: Processed data, 2025

3. Economic Conditions

The majority of Cibungur Village residents work in the agricultural and fishing sectors. The following population breakdown by occupation supports it:

Table 2. Population based on Livelihood

No.	Type of work	Amount
1.	Employees/PNS/TNI	25
2.	Self-employed/Trader	290
3.	Farmer	597
4.	Carpentry	69

5.	Farm workers	205
6.	Retired	17
7.	Fisherman	548
8.	Etc	25

Source: Processed data, 2025

Based on Table 2 above, regarding the distribution of the population based on livelihood, it is found that the majority of the population, 47% of the Cibungur village population, earns their living as farmers and farm laborers. This is followed by the population earning their living as fishermen, at 31%. This indicates that the majority of the Cibungur village population relies on the agricultural and marine sectors, namely fishing.

The majority of Cibungur Village residents work in agriculture and fishing. This is facilitated by the local natural environment, which is located near the coast. Land use in Cibungur Village is primarily for residents, with the remainder used for agricultural land, buildings, and public/social facilities.

Based on the data obtained, the economic conditions of the people of Cibungur Village are as follows: The total amount of data in the table is related to the population of Cibungur Village, which is the number of people of productive age, or working age, and those currently employed. This data is relative and serves only as a sample of the total population. Based on the data in the table above, it can be concluded that the majority of the population of Cibungur Village are farmers.

4. Socio-cultural conditions

In the cultural field, the people of Cibungur village are divided into two groups: Serang Banten culture and Sundanese culture. Until now, the people have been the figures in the village.

The Role of Women in Empowering Independent MSMEs

In some regions of Indonesia, girls are expected to do household chores from an early age, and social and family control limit women's capacity to make independent decisions [1]. Women's opportunities to escape poverty are hampered by the limited skills they possess, so the types of work they can do are limited to informal activities that do not require special skills. Empowerment is a unified forum used to provide a vehicle for community life to fulfill some of the basic needs of the community/group by learning to seek knowledge and skills related to a better life in the lives of individuals, families, and communities. According to Ali Aziz et al. in their book *Dakwah*, Empowerment is conceptually a process of breaking *down*, from the relationship between subjects and objects, meaning the shift in the function of individuals from being objects to (new) objects, so that there are social relations that are later characterized by subjects and other subjects [2]. Women's involvement in empowerment activities is closely related to improving the family's economic

condition. Innovative activities allow them to learn various skills to earn income and expand networks, because they are connected to the level of opportunity and innovation. Social entrepreneurship provides solutions to different social problems [3]. Explicitly, social entrepreneurship combines business and social perspectives to create economic independence through empowerment activities.

Efforts that are the answer to the above problems include establishing various training institutions and developing job skills. Atmodiwiro defines training as learning that is prepared so that the implementation of current work improves [4]. The entrepreneurship training program aims for women to have improvements in skills, knowledge, and attitudes, so that they are expected to be able to apply and implement their learning outcomes in business management, which will be marked by business management through the utilization of natural resources in Cibungur Village, namely salted egg results from duck farms. In this case, the role of the local government in improving the economy and employment of women is to develop them independently and integratively in their area. It is also done by mothers who are members of the business actor group in Cibungur Village.

Based on the description above, we can obtain the problems that exist in Cibungur Village. There are various problems in the field of the economy and assistance for village MSMEs, with the following description:

1. Lack of business capital, which is the basis of the problem in starting an MSME business
2. Business actors are unable to market their products due to their minimal technological knowledge in the IT field.
3. Business actors are unable to create innovations and creativity
4. Lack of understanding about how to market MSME products
5. Lack of production tools and still using traditional production tools
6. Lack of training in labeling, branding, and marketing

LITERATURE REVIEW

1. Empowerment Theory: According to Zimmerman (2000), empowerment is a process that allows individuals to gain control over their lives and the decisions that affect them. In a community context, empowerment means encouraging citizens to become active actors in economic development.
2. Social Capital Theory: Putnam (1993) explains that social capital consists of networks, norms, and trust that facilitate cooperation within a community. Community-based MSMEs require high levels of social capital to grow collectively.
3. Community-Based Development (CBD): Chambers (1997) emphasizes community-based development as an approach that places citizen participation at the center of program planning and implementation.

IMPLEMENTATION METHOD

The activity was participatory for one month (July–August 2025), involving two hamlets in Cibungur Village. The method stages include: - Participatory Observation: Identifying the potential and constraints of community businesses. - Focus Group Discussion (FGD): Developing programs based on community input. - Technical Training: Salted egg production process (salting, drying, and packaging) and making rice crackers. - Business Assistance: Simple management practices (recording, determining selling prices, packaging). - Activity Evaluation: Satisfaction surveys and in-depth interviews with participants.

This activity will help solve the problems faced by Partners and female business actors. This activity is carried out using the lecture or counseling method, which is followed by discussions with partners who are presenters and participants, by evaluating the results of community partnership program activities, including the following:

1. Approach partners by providing mutual understanding about the PKM plan.
2. Assisting and providing Entrepreneurship training
3. Providing material presentations regarding entrepreneurship, management, creative skills, and correct bookkeeping.
4. Providing counseling and support for previously provided materials through discussion and direct application of entrepreneurship.

DISCUSSION AND ACHIEVEMENT TARGET

1. Socioeconomic Conditions

Education levels are still low, with most residents only completing elementary or junior high school. This limitation presents a barrier to entrepreneurship development. However, residents are highly enthusiastic about participating in training.

2. Improved the residents' skills.

Participants learned how to process food hygienically and produce high-value products. They also began using simple packaging to increase the value of their products.

3. Business groups were formed voluntarily, focusing on salted egg production and rice crackers. This activity fostered social solidarity and the sharing of equipment and experience.

4. Marketing and Branding

The products produced have been introduced through village markets and local social media. Although still limited, residents are beginning to realize the importance of marketing and product differentiation.

5. Challenges and Solutions

Access to capital and production sustainability are the main obstacles. Solutions offered include applying for village funding assistance and collaboration with village-owned enterprises (BUMDes) and savings and loan cooperatives.

Outputs and Target Achievements

Potential of MSMEs and Economic Empowerment

Cibungur Village relies on farming and fishing. A few residents work as traders, artisans, laborers, service workers, employees, members of the Indonesian National Armed Forces (TNI), Indonesian National Police (POLRI), and civil servants. The village's agricultural produce is abundant, but residents still sell raw materials like rice and secondary crops to intermediaries and cannot process them into superior food products. MSME activities in Cibungutru sub-district are still not running smoothly, due to inadequate human resources and weak marketing systems. People still do not have modern production tools to develop their businesses, both in agriculture and small industries. MSMEs or better known as Micro, Small and Medium Enterprises, according to Law No. 20 of 2008, in Chapter 1 article 1, namely Micro businesses are productive businesses owned by individuals and or individual business entities that meet the criteria of micro businesses [5], while according to the Ministry of OPERATIONS AND MSMEs, [6], Small Businesses (UK) including Micro businesses are business entities that have a maximum net worth of Rp. 200,000,000, excluding land and buildings for business premises, and have sales of a maximum of Rp. 1,000,000,000, -. Meanwhile, Medium Enterprises (ME) are Indonesian state-owned business entities with assets greater than Rp 10,000,000,000, excluding land and buildings. The UMKM themed "Empowerment of MSMEs and Improvement of MSMEs through Product Packaging Innovation" aims to raise public awareness that the potential in this village is very abundant and requires business actors who can develop the economy and provide MSME training to business actors so that the agricultural products in this village can be utilized well for the welfare of the community in the economic sector.

The superior products include;

1. Salted Eggs
2. Opak Rice Crackers (Gendar)
3. Making Cassava Chips
4. Varied taste.

Resulting output plan:

- 1) Creation of women's business groups in Cibungur village who have the will and business skills in entrepreneurship.
- 2) Increasing the understanding of women's groups in Cibungur Village through increased efforts through competitions, counseling, and other partnerships.
- 3) Assisting with the *packaging*, labeling, trade licensing processes, and sales promotion efforts.

Solutions offered include:

- 1) Explanation of the concept of entrepreneurship and the idea of financial management
- 2) Explanation of the advantages and disadvantages of the profits from entrepreneurship.
- 3) Increasing innovation and creativity in entrepreneurship

Documentation of the Implementation Activities of the Women's Empowerment and Role Program in MSMEs, July 8, 2025, to August 23, 2025.



Figure 1. Group photo of KKM45 and salted egg entrepreneurs.

Mrs. Tati manages the salted egg business in Cibungur village, a tradition passed down through generations from her parents. However, the production process is limited to fulfilling orders from the Sukaresmi sub-district and coastal areas with plain salted eggs, meaning they lack branding or labeling. The challenges lie in capital and underdeveloped marketing, particularly flavor variations and distribution channels. Therefore, product development, brand labeling, and marketing challenges are needed.

The following are the stages of making eggs from cleaning to boiling, explained by Mrs. Tati:

1. The first step is to take the eggs from the duck coop and select high-quality eggs.
2. Clean the eggs of dirt and thin the eggshells using clean water and scrubbing.
3. Prepare a salt solution by mixing coarse salt, scouring powder, and clean water. Generally, the ratio is 1 liter of water to 100 grams of salt, which can be adjusted to taste.
4. The salting time varies depending on the desired level of saltiness, but Mrs. Tati's salting process typically takes between 9 and 10 days. The longer the process, the saltier the eggs.
5. After reaching the limit of salting days, the eggs are cleaned of salt and ash and washed using clean water.
6. After cleaning, the duck eggs are boiled for 8 hours to ensure they are thoroughly cooked.
7. After boiling, remove the eggs from the pan and dry them using a clean cloth or tissue paper to ensure the surface of the eggs is completely dry.

Similarly, what happened at Jamsiah is also true. The rice crackers business is a home-based supplementary venture that utilizes leftover rice, which is recycled and sun-dried to create tasty and

crispy crackers. This business is still relatively simple in terms of plastic packaging and marketing. Therefore, management assistance is needed to make it more promising to increase income.



Figure 2. Group photo of KKM45 and Opak Nasi Cracker entrepreneurs



Figure 3. Group Photo of KKM45 and the Village Secretary and Village Apparatus with the theme Building Synergy and Collaboration between KKM45 participants and the Cibungur Village Government.

CONCLUSIONS

Women's entrepreneurial groups have enthusiastically participated in implementing and evaluating women's group empowerment in Cibungur Village, Sukaresmi District, Pandeglang Regency, Banten. Evaluation activities in this program were carried out simply by recording each activity and its achievements. This community service program through KKM demonstrated community empowerment by strengthening MSMEs based on salted eggs and rice crackers,

increasing skills, income, and community solidarity. This model is worthy of replication in other villages with similar potential.

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