

## **Women's Empowerment Through the Kembang Jayanti Program in Ganjar Sabar Village, Nagreg District, Bandung Regency**

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### **Abstract**

This study aims to examine the pattern of women's empowerment through the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government, Nagreg District, Bandung Regency. Ganjar Sabar Village as the focus of the research has quite complex women's problems where there are many cases of women, especially widows, who experience social, economic and religious problems. The Ganjar Sabar Village Government as a community service at the local level presents the Kube Kembang Jayanti Program to overcome this problem. This study uses a qualitative approach with a descriptive analysis model in describing the research results. The main data source in this study comes from the results of researchers' interviews with a number of parties involved both directly and indirectly in the Kube Kembang Jayanti Program. The results of this study show that the Ganjar Sabar Village Government has been quite successful in overcoming women's problems, especially widows, through the Kube Kembang Jayanti Program. This is based on the fulfillment of the three empowerment stage indicators which are the theoretical basis for this research. The three stage indicators are awareness, capacity building and empowerment. The Ganjar Sabar Village Government has been able to take a persuasive approach in the awareness stage, being able to provide facilities in the form of training programs, providing initial capital and also business tools for members of Kube Kembang Jayanti. Furthermore, Kube Kembang Jayanti members also receive sustainable benefits from the women's empowerment program by the Ganjar Sabar Village Government. However, at the empowerment stage, the Ganjar Sabar Village Government was not yet optimal in providing collaboration so that product marketing could be sustainable, this should be corrected so that the empowerment program can run optimally. The novelty in this study is that it attempts to research the women's empowerment program with a case study of the Kube Kembang Jayanti Program at the local level.

Keywords: Community Empowerment, Women's Empowerment, Kembang Jayanti Program

### **Abstrak**

Studi ini bertujuan untuk meneliti terkait bagaimana pola pemberdayaan perempuan melalui Program Kube Kembang Jayanti oleh Pemerintah Desa Ganjar Sabar, Kecamatan Nagreg, Kabupaten Bandung. Desa Ganjar Sabar sebagai fokus penelitian memiliki persoalan perempuan yang cukup kompleks dimana banyak kasus perempuan khususnya janda yang mengalami persoalan sosial, ekonomi maupun agama. Pemerintah Desa Ganjar Sabar selaku pelayanan masyarakat di tingkat lokal menghadirkan Program Kube Kembang Jayanti guna mengatasi persoalan tersebut. Studi ini menggunakan pendekatan kualitatif dengan model analisa deskriptif dalam menjabarkan hasil penelitian. Sumber data utama dalam studi ini berasal dari hasil wawancara peneliti dengan sejumlah pihak yang terlibat baik secara langsung maupun tidak langsung dalam Program Kube Kembang Jayanti. Hasil studi ini menunjukkan bahwa Pemerintah Desa Ganjar Sabar cukup berhasil mengatasi persoalan perempuan khususnya kelompok janda melalui Program Kube Kembang Jayanti. Hal tersebut didasarkan pada terpenuhinya ketiga indikator tahapan pemberdayaan yang menjadi landasan teoritis dalam penelitian ini. Ketiga indikator tahapan tersebut yakni penyadaran, pengkapasitasan dan pendayaan. Pemerintah Desa Ganjar Sabar telah mampu mengupayakan pendekatan persuasif dalam tahap penyadaran, mampu memberikan fasilitas berupa program pelatihan, pemberian modal awal dan juga alat usaha bagi anggota Kube Kembang Jayanti. Selanjutnya, anggota Kube Kembang Jayanti juga mendapatkan manfaat keberlanjutan dari adanya program pemberdayaan perempuan oleh Pemerintah Desa Ganjar Sabar. Namun, pada tahap pendayaan, Pemerintah Desa Ganjar Sabar belum optimal untuk menghadirkan kolaborasi sehingga pemasaran

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produk dapat berkelanjutan, hal tersebut yang seharusnya dapat diperbaiki sehingga program pemberdayaan dapat berlangsung secara maksimal. Kebaharuan dalam studi ini ialah berusaha untuk meneliti program pemberdayaan perempuan dengan studi kasus pada Program Kube Kembang Jayanti di tingkat lokal.

Kata Kunci: Pemberdayaan Masyarakat, Pemberdayaan Perempuan, Program Kembang Jayanti..

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## **INTRODUCTION**

The dynamics of community problems at the village level is a challenge in itself for every village government. The problems referred to include aspects of education, economics, gender, religion and health (Supsilani, 2019). In particular, one of the dominant village problems in Indonesia refers to the economic independence of the community. In this case, the village government must be able to take a special role in policy in overcoming this problem. Village fund budget management must be carried out with the aim of being useful and able to overcome the problems of village communities (Syukri & Sari, 2022). One of the efforts in carrying out public services by the village government is to optimize community empowerment programs. Through the economic empowerment program by the village government, village communities are expected to be able to become economically independent (Erwantiningsih et al., 2022).

Basically, the concept of empowerment has three stages. First, namely the awareness stage. This stage targets the lower middle class and marginalized groups. The awareness stage is carried out by providing the group with an understanding that they have the right and opportunity to improve their standard of living. Facilitation of access to information is very important at the awareness stage so that targets receive sufficient information to understand the problems they are experiencing. The mentoring process is also a variable that can speed up the awareness stage. Second, namely the capacity building stage. This stage aims to make this community group have the skills to manage the opportunities presented. This stage is carried out by providing various skills training, workshops and various similar activities so that the targeted community groups are able to have skills based on their respective abilities. Third, namely the empowerment stage. The empowerment stage strengthens the capabilities possessed by community groups so that they can continue to be developed. This stage must also be carried out sustainably and gradually in order to maintain the capacity and capability of the targeted community groups. On the other hand, accommodation is very important in accelerating the empowerment stage, this aims to encourage the skills/skills of community groups so that they continue to develop their abilities (Dwidjowijoto, Riant Nugroho, Wrihatnolo, 2007).

Ganjar Sabar Village, Nagreg District, Bandung Regency, West Java Province is one of the villages that also has quite complex women's problems. In particular, there are a number of women in Ganjar Sabar Village who have problems with inequality after divorce or the death of their partner. After divorce or being left by their partner, women or what is generally known as widows often experience problems of economic limitations. This problem is quite complex and has implications for various bad things. In order to overcome this problem, the Ganjar Sabar Village Government has introduced programs or regulations aimed at defending women's interests. The program is the Kube Kembang Jayanti Program (Kuswandi, 2024).

Kube Kembang Jayanti stands for "Joint Business Group Again Building Creative Widows". The main aim of this program is to bring empowerment to women's groups, especially widow groups in Ganjar Sabar Village. The sustainability of the Kube Kembang Jayanti Program was also initiated by utilizing the local potential of Ganjar Sabar Village in the social, economic and cultural sectors so that members of Kube

Jayanti can be economically independent. The output from Kube Jayanti is also expected to be able to reduce the poverty rate in Ganjar Sabar Village (Suara Lintas Indo, 2022).

Kembang Jayanti is a joint business group that was legally established through the Decree (SK) of the Head of Ganjar Sabar Village Number 141/SK-23/Des/XII/2020. Historically, the Kembang Jayanti Joint Business Group (Kube) originated from a campaign promise program from the elected village head and was ultimately able to be realized as one of the village government's flagship programs (Haksuara.co.id, 2024).

The Kube Jayanti program is also presented through the reality of the problems of the Ganjar Sabar Village community, especially the widow group. This is because widows who are also single parents are considered to have difficulty surviving and raising their children well after being left by their husband/partner. The implications of cases of divorce or death are quite varied. For example, widows who experience difficult situations find it quite difficult to finance educational studies for their children. On the other hand, the Kube Kembang Jayanti program was also initiated to prevent this group of widows from carrying out work that violates social and even religious norms (Suara Lintas Indo, 2022).

It is hoped that the presence of the Kube Jayanti Program will be able to answer and minimize problems for the widow group in Ganjar Sabar Village. The high divorce rate is also one of the main causes of women's problems in Ganjar Sabar Village. Based on data obtained from the Ganjar Sabar Village Government, it was found that there were 368 widows in Ganjar Sabar Village until October 2023. The large number of widows in Ganjar Sabar Village certainly has implications for the poverty rate at the village level because there are most of the widow groups in existence. in the unproductive category. In detail, below is a table regarding the number of widows in Ganjar Sabar Village:

**Table 1. Data on the number of widows in Ganjar Sabar Village in 2023**

Data on the Number of Widows in Ganjar Sabar Village 2023				
Citizens Association	Young widow	Productive Widow	Elderly Widow	Total
01	2	5	21	28
02	-	8	12	20
03	1	2	4	7
04	4	8	6	18
05	5	12	7	24
06	5	8	12	25
07	6	8	16	30
08	5	6	9	20
09	6	8	7	21
10	1	2	8	11
11	3	2	9	14
12	3	3	9	15
13	1	6	16	23
14	4	6	17	27
15	-	3	7	10
16	8	9	23	40
17	6	14	15	35
<b>Total</b>	<b>60</b>	<b>110</b>	<b>198</b>	<b>368</b>

Source: Kube Kembang Jayanti (2023)

Tabel 1 show number of widows contained in the table above is divided into three categories, namely: 1) Young Widows, 2) Productive Widows, and 3) Elderly Widows. These categories are divided based on age groups, the young widow category is in the 19-40 year age group, the productive widow category is 40-60 years old and the elderly widow category is those aged 60 years and over. Cumulatively, the total number of widows in 17 RWs in Ganjar Sabar Village is 368 people. The number of widows is

divided into 60 young widows, 110 productive widows and 198 elderly widows. Kube Kembang Jayanti itself has a main target at the widow group in the category of young widows and also productive widows. These targets are adjusted to conditions and needs in the field and also relate to the absorption capacity and capacity of the individuals who are the targets of the activity programs.

The main aims and objectives of the Kube Jayanti Program as stated in the Kube Jayanti activity proposal are: 1) Empowering women, 2) Activating the creative economy in villages, 3) Providing superior village products, 4) Improving the family economy, and 5) Developing an entrepreneurial spirit for women's groups in the village. Based on the aims and objectives of the program, it can be seen that the village government is trying to present the concept of empowerment, especially for the widow group in Ganjar Sabar Village through various sustainable programs. It is hoped that the impact of this program will be able to minimize problems for the widow group in Ganjar Sabar Village.

The group of widows in the unproductive category is certainly a social problem that must be addressed by the village government as a public servant. As explained previously, the impact of the existence of this group of unproductive widows is quite diverse and is a serious problem. The presence of the concept of women's empowerment in the Kube Jayanti Program aims to facilitate the needs of widow groups so that widows in Ganjar Sabar Village can run joint businesses to improve their respective economic conditions. Until now, the Kube Jayanti Program has implemented various business products such as Jayanti sponge and cakes and Jayanti meatballs.

Theoretically, the community empowerment process has three stages. The three stages of community empowerment are the awareness stage, capacity building stage and empowering stage. The awareness stage in this context concerns the efforts made by the Ganjar Sabar Village Government to provide education and awareness for the widow group regarding the situation and conditions they are experiencing. This stage requires patience and massive outreach so that the empowerment target can be aware of and participate in the empowerment activities being pursued. Next, at the empowerment target capacity building stage, training is provided that is in accordance with the basic skills or skills possessed by the individual or group of individuals who are the empowerment target. This aims to enable empowerment targets to develop their abilities and be assisted and facilitated by the village government as the empowerment facilitator (Dwidjowijoto, Riant Nugroho, Wrihatnolo, 2007).

Then, the final stage is empowerment. The empowerment stage aims to make the abilities of the empowerment targets develop and be sustainable with the abilities taught previously. This stage is one of the determinants for reviewing whether empowerment efforts can run sustainably and have a long-term impact. These three stages of empowerment are carried out with the aim of creating a more advanced community group, both socially and economically. The Ganjar Sabar Village Government in this case is the facilitator of empowerment, while the widow group is the target of empowerment accommodated in the Kube Kembang Jayanti Program.

Furthermore, there is several previous research that also discusses the implementation of empowerment programs for village women's groups in Indonesia. Zainudin (2021), for example, in his study found that there are several important stages in the process of empowering women. Apart from massive socialization programs, women's empowerment must be strengthened through providing initial capital for businesses and accompanied by social and religious activities. Social and religious activities are quite important to protect women's groups from various deviations. On the other hand, Sumarni (2022) in his study found that the implementation of empowerment programs for women's groups must be able to provide product innovation so that they can compete in the marketing industry. On the other hand,

collaboration with stakeholders is also very important in optimizing empowerment programs for women's groups (Sugiarti & Sutrisni, 2020).

Next, Santy Permata Sari (2023) in his research, it was revealed that improving the quality of resources for individual women is the main variable in women's empowerment programs. This research also found that business capital for each program and business product is a determinant for women's groups in improving their standard of living. This is influenced by the very small economic capital owned by several women's groups, so the village government must accommodate business costs for women's groups who are the subject of empowerment. On the other hand, Margaretha Badu (2022) in his research, it was revealed that the main obstacle in the women's empowerment program in Amporiwo Village, Poso Regency was the lack of budget allocation from the village government to support various community empowerment programs. Another variable that also influences the failure of the women's empowerment program in Amporiwo Village is also caused by the lack of collaborative efforts with various related institutions, for example the PKK organization in Amporiwo Village.

Sugiarti & Sutrisni (2020) also in his study explained that women's empowerment must be based on the individual potential of women themselves. Furthermore, women's empowerment must also be able to be balanced with social and ecological aspects so that sustainable program output is produced. The ongoing empowerment program is then automatically able to improve the economic level of marginalized women groups. For example, this is implemented through the siwalan fruit processing entrepreneurship program in East Banuaju Village, Batang-Batang District. Final, Sari & Irhandyaningsih (2018) specifically revealed that strengthening women's resource skills is a very important aspect in empowering women's groups. The existence of good literacy in this case affects the quality of the women's group. This must also be balanced with various skills training programs so that women's groups are able to develop their own creativity and are able to present product innovations with their own unique characteristics.

Through a series of previous problems, it can be seen that the problem of women's empowerment in Ganjar Sabar Village, Nagreg District, Bandung Regency is a very serious social phenomenon. This has an impact on the survival of the people of Ganjar Sabar Village, especially the women's group (widows). Based on these problems, the Ganjar Sabar Village Government must strive for a community empowerment program that is able to overcome the problem phenomenon. Based on these problems, the main focus of this research is trying to review how "Women's Empowerment through the Kembang Jayanti Program in Ganjar Sabar Village in 2021-2023. Specifically, this research takes a case study of the Ganjar Sabar Village Government as an effort to create the Kembang Jayanti Joint Business Group.

## **RESEARCH METHOD**

This research uses qualitative methods with a descriptive analysis model. Qualitative research is a series of research that aims to understand a phenomenon naturally and is based on constructing a complex picture based on a detailed view. The descriptive analysis model is intended to express the results of research analysis with descriptive patterns. Qualitative-descriptive research methods are relevant in analyzing study formulations proposed by researchers (Sugiyono, 2013). The primary data source in this study was taken based on the results of the researcher's interviews with a number of related stakeholders. Meanwhile secondary data sources are obtained through the results of previous research in the form of books, journals or website articles that are relevant to the research theme.

## **RESULTS AND DISCUSSION**

### **Awareness Stage Through the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government**

Efforts to present community empowerment programs can be carried out through persuasive patterns. This approach aims to slowly provide awareness to the community regarding the situations and conditions previously experienced and the benefits after receiving an empowerment program from the government as a public servant (Werenfridus et al., 2021). The awareness stage in this case is also very important as the initial process in starting an empowerment program for the community. This also applies to the process of empowering women through the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government, Nagreg District, Bandung Regency.

The awareness stage for the community through the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government is carried out with the aim of providing education for the community, especially the widow group, which is the target of empowerment related to the problems and issues they are currently experiencing. Through this awareness stage, the community, especially widow groups who are members of the Kube Kembang Jayanti Program, are given an understanding of social and economic issues that are relevant to them. Without being equipped with a good understanding of these issues, the group of widows who are members of the Kube Kembang Jayanti Program may not have the interest or feeling to bring about change in the quite difficult situation they previously experienced.

Through the awareness stage, the Ganjar Sabar Village Government in this case is also trying to provide motivation for change for the group of widows who are members of the Kube Kembang Jayanti Program. Awareness encouraged the widow group to bring about change. This aims to make them aware of previous difficult situations so that they have the intention to improve and change. This pattern is implemented through efforts to provide motivation and meet directly with potential participants of the Kube Kembang Jayanti Program. Individuals who are the target of empowerment in this case, if they have the motivation, will certainly take concrete action to improve their condition. This step can be actualized by joining the Kube Kembang Jayanti Program offered by the Ganjar Sabar Village Government. Through persuasive efforts at the community awareness stage to join the Kube Kembang Jayanti Program, 14 members of Kube Kembang Jayanti were gathered who were legally included in the Decree (SK) of the Head of Ganjar Sabar Village Number 141/SK-23/Des/XII/2020.

The awareness stage undertaken by the Ganjar Sabar Village Government also aims to strengthen identity and ownership for widows who are targets for empowerment. Through awareness efforts carried out in a very persuasive manner, the widow group can strengthen its identity and sense of belonging within the community group, especially in Ganjar Sabar Village. Community members (See Figure 1), namely the widow group, in this case, can feel more connected to their community and have a role in determining solutions by gaining a better understanding of the problems they face.

Through the awareness stage, the Ganjar Sabar Village Government focused its empowerment agenda on the categories of productive widows and young widows. This considers that these two categories are more relevant for providing empowerment programs because they can be sustainable. Meanwhile, for the elderly widow category, the focus is on social assistance programs. Next, awareness efforts carried out by the Ganjar Sabar Village Government in this case also aim to increase participation from widow groups who previously felt marginalized. Providing awareness of the problems being experienced is important because it can encourage greater participation in community development and

decision-making processes. When the widow group in Ganjar Sabar Village understands their rights and responsibilities, they are more likely to be involved in things that affect their lives in the future. This is what the Ganjar Sabar Village Government continues to encourage for members of Kube Kembang Jayanti in the awareness stage that has been carried out.

Appropriate communication methods are an important aspect in the awareness stage. Understanding of the audience or participants must be carefully considered so that the information transformation process can run optimally (Harini et al., 2023). The awareness process through a door to door pattern and collective socialization is an option implemented by the Ganjar Sabar Village Government in pursuing a community empowerment program through Kube Kembang Jayanti. This has proven to be quite optimal considering the high participation of widow groups in Ganjar Sabar Village to join in Kube Kembang Jayanti.

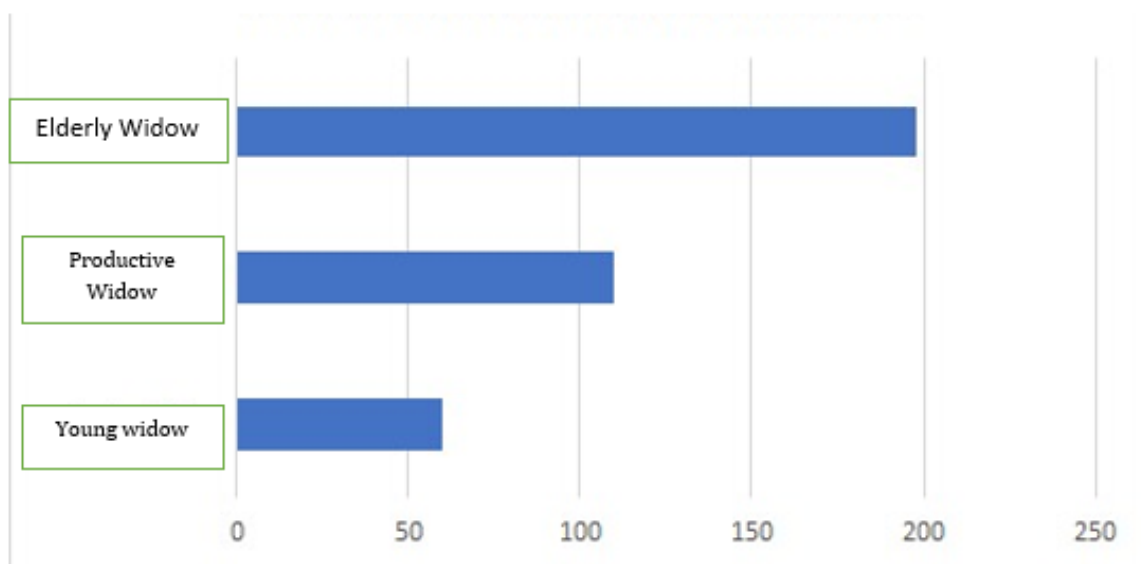


Figure 1. Criteria for Widowhood Based on Age Category

Source: Nagreg District Government (2023)

However, the Ganjar Sabar Village Government as the initiator of the Kube Kembang Jayanti Program in the awareness process did not go completely well. There were obstacles found where initially there were several individuals from the widow group in Ganjar Sabar Village who refused to join the Kube Kembang Jayanti Program. The reason for this rejection was due to the lack of self-confidence of several individuals as empowerment targets. Through patient and persuasive efforts, the prospective member finally agreed to join the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government.

On the other hand, the awareness stage carried out by the Ganjar Sabar Village Government also aims to provide motivation so that the widow group does not feel marginalized in society. Through this awareness process, the Ganjar Sabar Village Government is determined to present a service pattern that does not exclude certain groups. This is what was massively conveyed in the awareness process. The existence of the Kube Kembang Jayanti Program is a solution from the government at the local level so that widow groups feel involved in the public service process.

Furthermore, the awareness pattern attempted by the Ganjar Sabar Village Government was also carried out by holding collective outreach at the Ganjar Sabar Village Government Office. This activity aims

to provide a comprehensive understanding for prospective members of Kube Kembang Jayanti regarding the initial stages and programs that will be implemented in the future.

Community empowerment management starts from providing good awareness for empowerment targets. This is important to increase community participation so that they can carry out empowerment programs seriously and get positive change results (Sari & Irhandayaningsih, 2018). Through the awareness stage, the public in this case must be educated as best as possible so that they have an idea of change in a more positive direction. Awareness related to social, economic and cultural conditions can be carried out with the aim of providing initial understanding for the community so that they have serious confidence to change through empowerment programs provided by empowerment facilitators (Dwidjowijoto, Riant Nugroho, Wrihatnolo, 2007). This is one of the initial efforts carried out by the Ganjar Sabar Village Government in starting the Kube Kembang Jayanti Program for widow groups. This awareness process can be illustrated through door to door efforts and also collective socialization held at the Ganjar Sabar Government Village Office.

Theoretically, it can be seen that the Ganjar Sabar Village Government carried out the awareness stage in the Kube Kembang Jayanti Program quite well. This can be seen through the efforts of the Ganjar Sabar Village Government who are very persuasive and use methods that are patient enough to provide awareness to prospective Kube Kembang Jayanti participants. This is a fundamental aspect as the first step in establishing the existence of Kube Kembang Jayanti in Ganjar Sabar Village. Through this awareness process, people or groups of widows who previously felt marginalized and lacked self-confidence finally had the desire to join the Kube Kembang Jayanti Program. In general, the Ganjar Sabar Village Government is able to carry out the awareness stage in seeking community empowerment through the Kube Kembang Jayanti Program for women's groups.

### **Capacity Building Stage Through the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government**

The capacity building stage in a community empowerment program is a process formulated to increase individual capacity or empowerment targets. Capacity building is carried out by providing education and training for groups that will be empowered so that the groups targeted for empowerment have special skills or have capacity development. The capacity building stage is very fundamental because it concerns the implementation of the empowerment program. After the awareness stage, in this capacity stage the community will be equipped with various understandings and facilities to develop themselves (Dwidjowijoto, Riant Nugroho, Wrihatnolo, 2007).

The empowerment target in the Kube Kembang Jayanti Program is a group of widows in Ganjar Sabar Village, Nagreg District, Bandung Regency. In this case, capacity building efforts by the Ganjar Sabar Village Government were carried out by providing a culinary training program for members of Kube Kembang Jayanti. This activity was carried out for 20 (twenty) days and took place in the Ganjar Sabar Government Village Office Hall. The culinary training program was chosen because it is relevant to the needs and desires of Kube Kembang Jayanti members. Based on the concept of empowerment, identifying community needs and potential is important so that an empowerment program is formulated that is relevant to existing conditions (Habib, 2021). This was identified by the Ganjar Sabar Village Government so that the culinary training program became very relevant for members of Kube Kembang Jayanti (See Figure 2).





**Figure 1. Kube Kembang Jayanti Culinary Training Program**

Source: Ganjar Sabar Village Government (2020)

The culinary training program is carried out for all members of Kube Kembang Jayanti. The instructors for the culinary training came from representatives sent by the Bandung Regency Regional Government through an invitation from the Ganjar Sabar Village Government. Kube Kembang Jayanti members in the training activities held for 20 days were equipped with an understanding of making various types of processed food. The types of food preparations taught include making various types of pastries, meatballs, wet cakes and various other types of food preparations. Kube Kembang Jayanti members in this program are given the freedom to practice making various foods. Furthermore, members of Kube Kembang Jayanti are also given the freedom to produce and market the types of processed products they like and which are their main skills.



**Figure 3. Examples of types of processed Kube Kembang Jayanti food**

Source: Ganjar Sabar Village Government (2020)

Figure 3 Show The culinary training initiated by the Ganjar Sabar Village Government for members of Kube Kembang Jayanti aims to develop the skills of this group of widows in processing various types of food. Through these skills, it is hoped that in the future the business will be able to develop and have sustainability because it has been equipped with an understanding regarding making various types of food in the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government. After providing detailed knowledge and practices related to making various types of food. Kube Kembang Jayanti members were also given training regarding the food product packaging process. This is important to provide the best quality and also increase the price of a food product produced by Kube Kembang Jayanti members. Previously, Kube Kembang Jayanti members only packed minimal food products. This has implications for the quality and selling price of the food product. Through this culinary training program, Kube Kembang Jayanti members are provided with education and training regarding the packaging of food products.



**Figure 4. Food Product Packaging in Culinary Training**

Source: Ganjar Sabar Village Government (2020)

Figure 4 show The culinary training provided by the Ganjar Sabar Village Government for Kube Kembang Jayanti is of benefit to the widow group in Ganjar Sabar Village. The group of widows who are members of Kube Kembang Jayanti have new knowledge and skills, especially regarding culinary matters. This is very important capital for them so that in the future they can develop micro businesses and be able to finance their respective household needs.

The culinary training program for Kube Kembang Jayanti members has had a positive impact on community development and empowerment in Ganjar Sabar Village. Through this intensive training program, groups of widows who are members of Kube Kembang Jayanti can open micro businesses so that they are able to be independent and empowered in meeting the needs of their respective households. Efforts to provide training programs to develop community skills are linear with the concept of ideal community empowerment (Cahya, 2021).

Next, the Ganjar Sabar Village Government, in supporting previous culinary training activities, also facilitated Kube Kembang Jayanti members with various cooking utensils. This aims to ensure that after

the culinary training program, Kube Kembang Jayanti members are serious about opening a micro business. By providing facilities in the form of cooking utensils, members of Kube Kembang Jayanti generally directly produce food and open micro businesses.



**Figure 5. Cooking utensils for Kube Kembang Jayanti members**

Source: Ganjar Sabar Village Government (2020)

Figure 5 show The facilities in the form of cooking utensils were provided by the Ganjar Sabar Village Government as a follow-up to the empowerment program for Kube Kembang Jayanti members. Providing cooking utensils as physical capital for this business is important considering the economic limitations for Kube Kembang Jayanti participants. The cooking utensils provided to Kube Kembang Jayanti members also increased the motivation of the widow group to seriously produce food and create micro businesses.

Providing cooking utensils to Kube Kembang Jayanti members is important and is carried out quite linearly in the capacity building stage. In this case, the Ganjar Sabar Village Government has attempted this and has serious intentions to carry out an empowerment program through Kube Kembang Jayanti. This certainly has a positive impact and benefits for Kube Kembang Jayanti members. Through the existence of a culinary training program and also the provision of facilities such as cooking utensils, it becomes a big capital for Kube Kembang Jayanti members in starting a micro business. The facilities provided by the Ganjar Sabar Village Government are basically aimed at ensuring that widow groups who previously felt that they received little attention can be empowered through various activities in Kube Kembang Jayanti.

Based on the previous explanation, it is quite clear that the Ganjar Sabar Village Government at the capacity building stage is quite capable of carrying out its role well. This is viewed from the beneficial aspects or impacts felt by members of Kube Kembang Jayanti and those conveyed by other related parties. Basically, a good capacity building program is carried out massively and sustainably so that members of the empowerment target can have really good skills. This was carried out quite optimally, especially in the early days of the birth of Kube Kembang Jayanti in Ganjar Sabar Village.

Furthermore, the Ganjar Sabar Village Government also provided initial capital in the form of cash for the members of Kube Kembang Jayanti. Providing these funds is an effort to overcome problems from

Kube Kembang Jayanti members regarding initial funds or business capital. Based on the reality of this problem, the Ganjar Sabar Village Government is seeking initial capital for members of Kube Kembang Jayanti. Through this initial capital, there are no more crucial obstacles or reasons for Kube Kembang Jayanti members after participating in the training program not to open a micro business.

Normatively, the Ganjar Sabar Village Government has attempted a women's empowerment program through Kube Kembang Jayanti. These efforts are reflected through training programs, providing business capital and also cooking utensils for Kube Kembang Jayanti members. This effort has had quite a positive impact on the group of widows who are members of the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government.

### **Empowerment Stage Through the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government**

The empowerment stage in a community empowerment program is a crucial stage and can be a benchmark for the success of an empowerment program. The empowerment stage is also concerned with increasing the skills and independence of the empowerment target so that they experience positive changes from the previous situation. Through this stage, the empowerment facilitator can review how far the knowledge and skills and independence of the empowerment target have increased after passing the awareness and capacity building stages (Dwidjowijoto, Riant Nugroho, Wrihatnolo, 2007). The presence of independence and continuity of the program is also a reference to the success of the empowerment program for the community (Mardikanto, 2010). This can also be reviewed in efforts to empower women through the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government.

After carrying out the awareness stage and also the capacity building stage, it can be reviewed whether the empowerment efforts carried out previously can be concluded to be optimal or vice versa. Based on the research results and also the researchers' analysis, it was found that the members of Kube Kembang Jayanti were not fully empowered or independent after being given capacity by the Ganjar Sabar Village Government. This can be seen from the fact that there are only two members who are still actively opening micro businesses. On the other hand, other members do not produce food products actively or on a daily basis. For the most part, Kube Kembang Jayanti members only produce food or sell when there are orders or on certain days such as Eid and others. Through the results of research carried out by researchers, it appears that the majority of Kube Kembang Jayanti members at the empowerment stage have not optimally produced various foods massively and sustainably. Even though they had previously been provided with understanding and facilities regarding this matter, production for sales was only limited to certain times. This is fundamentally caused by the difficulty of the marketing process for the products sold by Kube Kembang Jayanti members. Based on a number of previous explanations, it is illustrated that in the empowerment stage, Kube Kembang Jayanti members are not yet fully optimal and capable of running micro businesses sustainably. This issue is very crucial because it relates to the success of the empowerment program pursued by the Ganjar Sabar Village Government in Kube Kembang Jayanti.

Conceptually, community empowerment programs must bring about changes in a better direction for empowerment targets. This is achieved when the empowerment target or community group can be empowered through various provisions obtained while carrying out the empowerment program (Sudarto, 2019). The main situation or result of an empowerment program is social change, namely an empowered society. The empowerment that is meant fundamentally does not only include economic



aspects, but also physical and social aspects such as the emergence of self-confidence, actively participating in social activities and carrying out various life tasks well in the community environment (Amin, 2019).

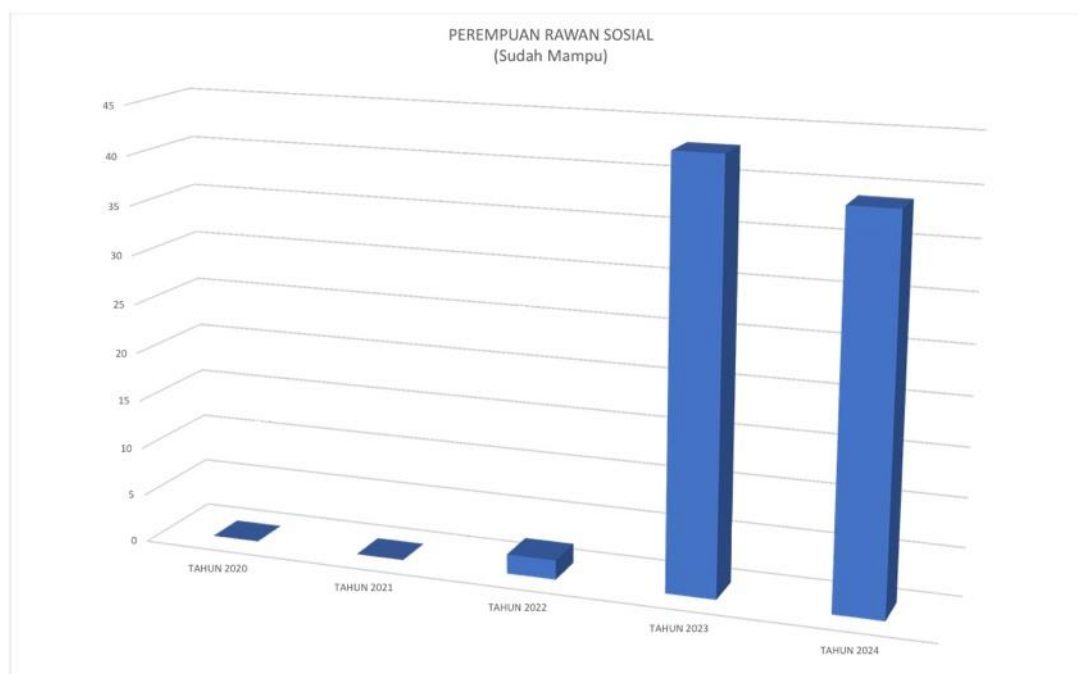


Figure 6. Socially vulnerable women

Source: Ganjar Sabar Village Government (2024)

Based on this data in Figure 6, it appears that there has been significant improvement for the socially vulnerable group of women in Ganjar Sabar Village. This was basically achieved through the special Kube Kembang Jayanti program to empower women's groups in Ganjar Sabar Village. Empowerment programs do require patience and long-term orientation, in this case the Ganjar Sabar Village Government is optimal for bringing social and economic improvements to groups of women who were previously marginalized.

However, if reviewed more deeply, the Ganjar Sabar Village Government should be able to synchronize the Kube Kembang Jayanti program in a more detailed manner in a comprehensive manner. As the initiator and facilitator of the women's empowerment program through Kube Kembang Jayanti, the Ganjar Sabar Village Government should be able to be more optimal by entering into collaboration or similar with the private sector to accommodate sales production from Kube Kembang Jayanti members. If this can be implemented, it will certainly bring about increased production and also a sustainability aspect of product sales by Kube Kembang Jayanti members.

For example, this can be exemplified by the success of the women's empowerment program through the Women's Farmer Group in Tasikmalaya City. Geovani (2021) for example, the results of the study revealed that the success of the women's empowerment program through the Women's Farmers Group in Tasikmalaya City was influenced by strong support from the local government in the product marketing process. On the other hand, one of its successes is also influenced by the ease of access for group members administratively. In this case, the Women Farmers Group is accompanied and registered

administratively/legally so that they get many conveniences in the program. Next, the empowerment pattern in the Kube Kembang Jayanti Program can also refer to the success of the PKK-based MSME empowerment strategy in the Sekapuk Tourism Village, Gresik Regency. Ermawati & Pujianto (2022) in his study explains that the independence of the empowerment target group is strengthened by post-training/capacity programs that directly collaborate with the local government. This greatly influences the sustainability of the empowerment program and provides a stable economic impact for members of the empowerment group. This can also be a consideration and reference for the Ganjar Sabar Village Government to strengthen the program and produce a sustainable program in the future.

Theoretically, there is a need for elements of sustainable benefits in the context of ideal community empowerment (Utami & Afrizal, 2022). This can be done through collaborative efforts and cooperation between the village government, members of Kube Kembang Jayanti and also third parties such as the private sector to facilitate product marketing. This is a deficiency so that the empowerment stage of the Kube Kembang Jayanti Program has not run optimally. On the other hand, the Ganjar Sabar Village Government should also be able to collaborate with various sectors, for example with the private sector and government at a higher level. This is important to see the changes and long-term sustainability of Kube Kembang Jayanti.

In general, the women's empowerment program through Kube Kembang Jayanti by the Ganjar Sabar Village Government at the empowerment stage has not been able to run optimally. This can be seen from the lack of a sustainable sales process from Kube Kembang Jayanti members. This should be handled by collaborating or promoting merchandise from Kube Kembang Jayanti to private parties. However, apart from this, efforts to empower women through Kube Kembang Jayanti must continue to be developed because it has enormous beneficial aspects for society, especially widow groups. This benefit is not only seen from the economic aspect, but also from social, religious and cultural benefits. This is also an advantage of the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government.

## **CONCLUSION**

Based on the results of the analysis carried out by researchers, efforts to empower women through the Kube Kembang Jayanti Program by the Ganjar Sabar Village Government are going quite well. This can be referred to through the fulfillment of the three indicators which function as benchmarks in this research. Furthermore, although normatively the Ganjar Sabar Village Government has attempted a good women's empowerment program, there are several findings which are aspects of deficiencies in the sustainability of Kube Kembang Jayanti. There are several obstacles in these findings that should be optimized so that efforts to empower women through the Kube Kembang Jayanti Program can run even better. More specifically, the following are the main results that researchers can conclude based on the three stages of community empowerment in accordance with research indicators: First, the Ganjar Sabar Village Government, based on the awareness stages in empowering women through the Kube Kembang Jayanti Program, has been able to provide education and awareness for women's groups, especially groups Widow. This is illustrated by the enthusiasm and active participation of the widow group in Ganjar Sabar Village to bring about change through the Kube Kembang Jayanti Program. Previously, the presence of the Kube Kembang Jayanti Program was also based on the reality of community problems, especially the widow group in Ganjar Sabar Village. Through this awareness stage, the widow group in Ganjar Sabar Village was finally willing to join Kube Kembang Jayanti and had legality based on the Decree (SK) of the Head of Ganjar Sabar Village Number 141/SK-23/Des/XII/2020.

Next, secondly, the Ganjar Sabar Village Government, based on the capacity building stages in women's empowerment through the Kube Kembang Jayanti Program, has been able to become an empowerment facilitator for widow groups in Ganjar Sabar Village. This is realized through a culinary training program, providing business facilities such as cooking utensils and providing initial capital for empowerment targets to open micro businesses. Third, the Ganjar Sabar Village Government, based on the empowerment stages in empowering women through the Kube Kembang Jayanti Program, is quite capable of bringing about positive changes for the widow group in Ganjar Sabar Village. Through previously carried out awareness and capacity building programs, the group of widows who are members of Kube Kembang Jayanti have experienced positive changes and benefits both economically and socially. Through the training and facilities provided previously, Kube Kembang Jayanti members also have increased skills so they can produce various types of food for marketing. However, further efforts are needed in this aspect so that the product marketing process can run sustainably and fulfill the sustainability aspect of the empowerment concept.

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