

PATTERNS OF EMPOWERMENT OF SALIMAH DAKWAH INSTITUTIONS IN IMPROVING THE QUALITY OF WOMEN IN SELATPANJANG REGENCY OF MERANTI ISLANDS, RIAU PROVINCE

DOI : <https://doi.org/10.38214/jurnalbinaummat.v5i1>.

Submitted: 01-07-2022 Reviewed: 25-07-2022 Published: 02-08-2022

AHMAD MISBAHUL ANAM

NIFTAHUL JANNAH

tabahkan@gmail.com

zahrotulkhaira@gmail.com

STID Mohammad Natsir, Indonesia

STID Mohammad Natsir, Indonesia

ABSTRACT

Empowerment of women requires serious efforts, because of its strategic position in the natural life of Indonesia. Although the economic responsibility rests on the shoulders of men, family life always places women in almost the same position. Especially for underprivileged families or when women are left by their husbands. Women are forced to be the support of the family in various sectors. The Salimah Institute, which focuses on dealing with women, tries to provide empowerment assistance in the Selatpanjang area of the Meranti Archipelago, Riau. The process is carried out through awareness, training and building opportunities for development.

Keywords: Empowerment, women, awareness, training and development

PRELIMINARY

Indonesian women are human resources who have the potential to participate in supporting the family. However, the role of women, especially in rural areas, still seems marginalized. Women are still synonymous with domestic activities such as kitchen affairs, wells and mattresses. Economically oriented activities are still dominated by men because the demands of work are often considered taboo.

The limited role of women is related to the condition of women who are powerless in education, social and economic matters where the source of income only relies on their husbands and other problems. Basically, human powerlessness



does not appear by itself, but the powerlessness is influenced by humans themselves, culture and the existence of a system that is not in their favor.¹

In addition to the above, women who are not independent (powerless) are those who do not know their identity and all their abilities. Whereas a woman on the other hand, also has a potential that is no less self-sufficient than men. To a certain extent, independent women are also creative, skilled at creating something new, able to have a realistic view, strong in problems, dare to do something and can hold the truth and dare to give criticism, thus able to stand up for their beliefs even without the help of others.²

This study wants to look at a more micro level, how to handle marginalized women with an economic empowerment approach in the Selat Panjang area, Meranti Regency, Riau Province. According to government data, these helpless women generally belong to underprivileged families. Selat Panjang community, there are 204 families who receive direct cash assistance program from the government which is intended for underprivileged citizens, as well as low education with people with elementary education equivalent as much as 99.25%.³

This condition is increasingly helpless because they do not have the capital for a business, let alone a network to develop their family's economic business. To boost the downturn of families like this, it is very necessary to have the participation of women. These wives need to be empowered to help their husbands in earning a living for their families in order to increase the family's economic income.

Empowerment of women is a very important issue to be carried out, especially through assistance that has the potential to provide more productive opportunities or opportunities. One of the assistance efforts in the context of economic empowerment is carried out by the Salimah Meranti organization in Riau province. This institution tries to participate in empowering women through economic endeavors by providing skills that directly produce economic aspects while maintaining the nature and culture of women.

This institution also provides spiritual guidance. This guidance is intended to instill self-confidence that being a woman is a family honor. Besides being intended in this development as a forum to increase religious knowledge and

¹Mahendrawati Nanih, *Islamic Community Development*, (Bandung: PT Pemuda Rosda Karya, 2001), p. 42.

²Murniati, Nunuk P, *Gender Vibration: Indonesian Women in Social, Political, Economic, Legal, and Human Rights Perspectives*, (Magelang: Indonesiatara, 2004), p. 119.

³Population Data Based on Assistance and Education (On-Line), selatpanjang.desa.id/statistik/Bantuan (07 July 2021)

eliminate negative stigma for women, especially those who are experiencing life without a partner.

Empowerment and coaching are carried out simultaneously because of two interrelated conditions, namely economic factors and mental factors that affect women and family members. This effort is also due to the increasing number of divorce cases, the death of the husband, domestic violence, dealing with children and so on.

RESULTS AND DISCUSSION

Starting from the results of the research above, in this study women's empowerment was carried out by the Salimah Meranti women's organization. The aim is to improve the quality of women in the Selat Panjang community so that they are able to become micro-economic actors without leaving their position as a woman and part of the household.

The activities of the women above, will be analyzed based on research aspects consisting of empowerment patterns including; stage of awareness and behavior formation, training productivity skills, and providing opportunities. Here, the researcher describes the pattern of empowerment carried out by PD Salimah Meranti in improving the quality of women in the Selatpanjang community, Meranti Islands Regency.

1. Stages of Awareness and Behavior Forming

This gradual path pattern that can be passed for women's empowerment is due to the material capital, namely abundant raw materials, especially marine products. Likewise, mental capital consists of human groups and individual women. These two phenomena try to be combined to process changes in a more beneficial direction with an approach to empowering regional potential.

The awareness stage is taken to increase women's ability to see their potential as well as abundant raw materials. The awareness process was chosen in the first stage, because in reality, what is in the living environment is often ignored, even considered unnecessary. The purpose of awareness is to provide basic skills in reading the slightest potential.

Dari keterampilan membaca potensi tersebut, maka terbangun satu kesadaran baru bahwa memulai dari “Apa yang ada” bukan “Apa yang seharusnya”. Apa yang menjadi fenomena sosial itulah yang dijadikan modal pertama dan utama. Diberikan sentuhan dan perhatian lebih holistic, sehingga muncul sebagai produk baru yang layak untuk dikonsumsi. Memang tidak mudah untuk mencapai apa yang diinginkan, tapi lembaga ini telah memulainya dengan memberikan modal dasar berupa penerumbuhan kolektivitas kesadaran bagi para wanita khususnya yang berada dalam kategori marginal.

The information age has indeed forced many humans, as well as women, to get involved and take opportunities, even if only small. This is more because the future of life, especially the family demands a lot to be more independent, and empowered from the psychological and economic aspects. The economic condition of the family in Indonesian society, traditionally requires awareness of the involvement of women in the economic sector. The reason is sometimes more due to compulsion, although many are also due to the demands of opportunities from sectors that do require the involvement of women. Education, administration, health, trade and so on. This means that Indonesian culture allows women to be involved in social life, and many even take the position of mompreneurs.

Based on observations and interviews, the growing desire to increase economic potential is known through the awareness process. This process is carried out as an effort to shape member behavior. Awareness activities are usually done through; First, through coaching mentoring with the concept of counseling which includes identifying the problems that exist in women. Second, in mentoring activities, it is followed by providing motivation that leads to the selection of solutions that are tailored to the opportunities and abilities of the fostered members.⁴

The purpose of mentoring is to create pre-conditions so that aMembers feel comfortable and realize that it is important for a Muslim woman who acts as a housewife to always improve her potential and quality. Mentoring activities are carried out by providing convenience in consultation which will make it easier for participants to find potential and choose the training needed.

The activity stage in mentoring using the concept of counseling is carried out through 4 stages, including consultation, grouping potential, providing potential motivation and providing solutions.

a. Consultation

This activity is carried out as a means to provide religious knowledge as well as a means of deepening the character of each member as well as a means of knowing the problems experienced by Selatpanjang women. This mentoring activity is also a means of building the trust of mothers so that it is easier to be nurtured and directed and easier to explore the potentials that exist in each member.

Mentoring activities seek to reveal the abilities or potentials that are actually owned or not possessed by the fostered members. From this stage, it will be easier to improve skills and make a better life.

⁴The results of observations at the Salimah Meranti institution, on March 8, 2021, at 10.00 WIB.

b. Potential Grouping

To facilitate the mentoring process, further sorting and grouping of data or complete information about the conditions of the fostered is carried out. This grouping data will be used as a source of information related to the right solution, about trends, potentials and interests that need to be developed in a better direction.

c. Potential Motivation

The activity of providing motivation about potential and encouragement to members is one of the ways used to grow the will and interest of mothers or women. The mentoring process is carried out by presenting psychologist experts to find out the condition of members if there are things that really need to be solved.

d. Solution Giving

Providing solutions is the pinnacle of guidance and guidance services. The directions and solutions provided by PD Salimah are in the form of directions to improve skills or develop their skills, potential, qualities that exist in each member or those that do not yet exist in them through various teaching and training needed by Selatpanjang mothers to be more empowered and useful in the community. around.

2. Practice Productivity Skills

After the process of awareness and potential selection, the next stage is to provide independence training with the following stages. First, training is directed at home industry skills by utilizing existing raw materials. Second, teach about skills to increase the marketability of works that have been blinded, so that they can compete in marketing even though they are made by their own hands.

The following are some skills training programs held to improve the quality of women in the Selatpanjang community.

a) Knitting Skills Training

This skills training is one of the trainings in the women's empowerment program. This selection was based on the desire of some people for a unique and different type of bag from those used by most people, ranging from colors to models. Knitting bags are one type of hand-crafted bag that has a fairly high exclusivity value. Moreover, in terms of price, it is not much different, even this type of bag is still much cheaper than similar bags. In terms of shape is very unique and the colors are also so diverse.

Knitting skills training is part of an empowerment program to improve the abilities of the assisted members. This knitting skills training is

held 2 times a month on Sundays at 14.00 pm until finished. Meanwhile, the number of members who actively participated in this training was about 10 of Salimah's fostered members who really wanted to improve their skills in this field.

In this knitting training, certain auxiliary tools are needed when this training activity takes place to completion which can support success. The tools and needs that will be used have been specifically designed to make it easier for Salimah's fostered members, including the issue of initial capital funds which have also been crushed jointly between the management and members. This training begins with learning how to use the right knitting tool, slow as long as it's right. The tools needed are sewing machine, cloth scissors, hook, pattern ruler, tape measure, pin and thread dedel. While the materials needed include: Nylon or polyester thread, sewing thread, monte 8mm and monte 6mm, bag handles, rings, furing cloth, zippers, magnetic buttons, foam heart, sewing needles, glue gun and wax glue.

b) Hydroponic Planting Skills Training

Based on the researchers' observations, the demand for vegetables and fruits derived from hydroponic plants continues to increase every day. According to some observations the increase could reach 10 to 20% every year. This makes the hydroponic business a target for business people because it has very good prospects as a business opportunity. In addition, Selatpanjang is a coastal area, where the water is indeed salty, the soil texture is also chewy or clay soil that is white, brownish in color for growing vegetables. Therefore, Salimah herself held hydroponic training as an alternative way to produce crops using only water.

This hydroponic planting skill training is held twice a month on Sundays at 2 pm until finished. While the number of members who actively participated in this training was around 20 people from Salimah's fostered members who really wanted to improve their skills in this field.

This training begins with knowing hydroponic system plant cultivation because this skill can be done at home, so there is no need to spend capital to rent land. For a yard with an area of about 2 square meters, it can be used to plant as many as 50 lettuce vegetables. If you want to plant 1000 stems, you need 40 square meters of space. Another capital is a water reservoir with a capacity of 100 liters that can be used for a year at a price of 300 thousand or 60 thousand per harvest period. Next, plastic cups require 1000 cups a year at a price of 100 rupiah per glass or 1000 rupiah, or 20 thousand per harvest.

After all members are ready to practice or practice, based on the observations that the researchers made in the implementation of learning

hydroponic skills at PD Salimah Meranti the same way as doing the first training, namely knitting, starting with ice breaking or games for mothers who attended from the management is done so that the women have the enthusiasm to practice and continue to practice, of course also the administrators will intersperse with some motivation and important announcements at the beginning of the training process with the aim of creating a comfortable and relaxed atmosphere when the training takes place.

This level of understanding of training to grow plants without soil is training that is easily understood by mothers, because it is easy to practice, and does not take long to understand. And because of the members also at home who do have hobbies in the world of growing plants in the form of vegetables, flowers and so on. What distinguishes soilless plants from soil is that the materials used and including the capital are indeed larger than hydroponic plants. However, the sales results are greater than the hydroponic profits. So it is not surprising that this training is a provisional training for members to improve their skills in entrepreneurship.

In addition, the researcher also observed that in coaching members in the skill training process, the author saw that coaching was always accompanied by an attitude that was highlighted by the administrators who looked very patient, calm, and mastered what was being taught. As well as administrators or trainers in the coaching and training process can create a comfortable atmosphere such as family relations, and every meeting will also be provided with consumption, so that members do not just follow, pay attention, practice what is directed by their ustadzah.

c) Liquid Soap Making Skills Training

The third training that was held to improve the quality of Selatpanjang women for the assisted members was to make liquid soap from natural ingredients. Skills are trained for them to be creative in processing natural ingredients into soap. So it can and is widely used by their own family, relatives, neighbors, and others.

This skill is more productive for consumption by their own families, of course this is the third training held by Salimah to make members more confident, confident and more independent in making something new, natural and of course healthier.

3. Providing Opportunities

a. Self-development

To anticipate opportunities, the role of institutions becomes more dominant because of the position of women who

are usually passive. The opportunities offered by *daiharapak* become a stimulus for choice and strengthening their skills. Providing opportunities, as well as being an effort to inform members about what is needed by the community. This knowledge about the needs of the community is possible to be an encouragement for new businesses that have more added value for economic benefits.

b. Productive Marketing

The marketing aspect needs to be played by the counterpart agency, because it includes things that are more complicated and faster. Rapid marketing of the production will provide motivation and confidence in the work produced. Information system services, for now will help a lot in marketing products, by making advertisements so that they can penetrate buyers through social media. Of course this section needs special training, it can involve their children who are adults and are familiar with the virtual world.

c. Ready for Competitive Value

Competitive advantage is a strategic ability in the business world. Including the work that made by members of the fostered *Salimah*. Of course, it will compete with external products that are processed by factories. From here, the researcher saw and discovered how *Salimah* always provided opportunities for all members who participated in the training to complete and succeed to be ready to fight in a healthy business competition. From the administrators themselves, they continuously provide training on being a mom-entrepreneur who excels in the business world.

This competitive advantage can be said to be unique, because everyone has different advantages and disadvantages, including in terms of ideas, creativity and so on. So, in the competitive advantage that *Salimah* does, it is not only profitable for those who produce it as business people, but consumers also have the right to benefit from the products made. So that each member must be ready to provide value to the products made such as bags, connectors, hats made of knitwear, and vegetables, which means that each member can answer consumer needs through the products they make.

Competitive advantage describes a business situation that has the ability to achieve consumer desires compared to its

competitors. The competitive advantage process is very sensitive because of its fast and changing nature. The actors in business competition will always compete to increase their competitive advantage. In addition, competitive advantage is said to be sensitive because if members are wrong in implementing the strategy, competitive advantage can be a nightmare for businesses.

In formulating a competitive advantage strategy, there are two factors to consider, namely; resources, namely how able members are able to produce goods, and second is performance, namely how able members are also to process finished goods that can be delivered to consumers.

Value what is meant is the value of consumer perceptions of products made by members, which is done by the Salimah institution itself to provide opportunities for members to be prepared to compete with outside businesses. Usually this strategy is aimed at consumers who are sensitive to low prices.

CONCLUSION

Empowerment of women is intended as an effort to place their position not only as passive individuals, waiting for services from other parties, but how these women can also help themselves and their families, especially on the economic side. It needs to be found and adapted to the mental condition and skills that allow it.

To get a model of activities that match their interests and talents, the Salimah institution carries out several stages of mentoring. The first step is awareness activities. After realizing and what activities are in accordance with their nature, then the second stage is carried out, namely conducting training. The final stage is to provide opportunities that can be exploited to accelerate economic gains.

BIBLIOGRAPHY

- The Central Bureau of Statistics of the Meranti Islands Regency. 2020. Regional Statistics of the Meranti Islands Regency.
- Bambang Rudito and Arif Budimanta, Community Development Management Methods and Techniques, Jakarta, ICSD, 2003
- Bugin, Burhan. 2011. Qualitative Research Methodology. Jakarta: Prenada Media Grub. Hit 5.

- Cleves Mosse, Julia. 1996. *Gender and Development of Hatian Siliwati* Translation. Yogyakarta: Student Library.
- Eddie Suharto. Ph.D. 2014. *Building Community Empowering People*. Bandung: PT Refika Aditama.
- Emzir. 2011. *Data Analysis Research Methodology*. Jakarta: PT Rajagrafindo Persada.
- Hardani & et al. 2020. *Qualitative & Quantitative Research Methods*. Yogyakarta: Science Library. cet i.
- Idrus, Muhammad. *Qualitative Research Methods in Arafat Nooar Abdillah*.
- Moleong, Lexy J. 2009. *Qualitative Research Methods*. Bandung: PT Pemuda Rosdakarya.
- Moh. Said, Nurhidayat. 2013. *Da'wah Research Methods*. Makassar: Alauddin Pers.
- Tanzeh, Ahmad. 2009. *Introduction to Research Methods*. Yogyakarta: Terrace.
- Moh. Said, Nurhidayat. 2013. *Da'wah Research Methods*. Makassar: Alauddin Pers.
- Murniati, Nunuk P, *Gender Vibration: Indonesian Women in Social, Political, Economic, Legal, and Human Rights Perspectives*, Magelang, Indonesiatera, 2004
- Muslikati, Siti. 2004. *Feminism and Women's Empowerment in Islamic Scales*. Jakarta: Gema Insani Press.
- Nanih. Mahendrawati. 2001. *Development of Islamic Society*. Bandung: PT Pemuda Rosda Karya.
- onny. S, Prijono. 1996. *Empowerment, Concepts, Policy and Implementation*, Center for Strategic. Jakarta: CSIS.
- Ramadhan Al-Buthi, Muhammad Sa'id. 2002. *Women Between the Violence of the Western System and Islamic Justice*. Karangasem: Intermedia Era.
- Salman, Ismah. *Sakinah Family in Aisyiyah*, Cet. 1st (Jakarta: PSAP Muhammadiyah).
- Sri Najjati, Agus Asmana, I Nyoman N. Suryadiputra. 2005. *Community Empowerment in Peatlands*. Bogor: Wetlands International – 1P.

- Sugiyono. 2016. Quantitative, Qualitative and R&D Research Methods, Bandung: Alfabeta.
- Suharto. Eddie. 2003. Policy Development and Social Welfare. Bandung: Mizan. cet. Number 1.
- Sulistiyani, Ambar Teguh. 2004. Partnerships and Empowerment Models. Yogyakarta: Gava Media.
- Talib. Muhammad. 2008. Building an Islamic Family Economy. Yogyakarta: Pro-U Media.
- Weiringa, Saskia Eleonora. 1999. The Destruction of the Women's Movement in Indonesia. Jakarta: Kalyana Mitra and Garba Budaya.

Journal

- Anityas Dian Susanti, Patterns of Citizens' Participation in the Development of Umbul Sidomukti Tourism Village, Semarang Regency, (Diponegoro University: ISSN: 0853-2877, Vol.15 No.1 January-June 2015.
- Diana Susanti. Anityas. 2015. Patterns of Citizens' Participation in the Development of Umbul Sidomukti Tourism Village, Semarang Regency. Journal. Diponegoro University: ISSN: 0853-2877. Vol.15 No.1 January-June.
- Isna Rahmah Solihatin. 2017. The Quranic Conception of Working Women in the Welfare of the Family "Equality and Policy". Syarif Hidayatullah State Islamic University, Jakarta.
- Honorable Astuti. 2012. "Empowerment of Poor Women Based on Utilization of Local Resources Through Social Entrepreneurship Approach (Case Study in Disadvantaged Areas, Pasaman Regency, West Sumatra)". Journal of Socioconception, Vol. 17 No. 3.
- Diana Susanti. Anityas. 2015. Patterns of Citizens' Participation in the Development of Umbul Sidomukti Tourism Village, Semarang Regency. Journal. Diponegoro University: ISSN: 0853-2877. Vol.15 No.1 January-June.
- Nur Atika Sari, Empowerment of Livestock Farmer Groups Through Conservation of Ettawa Crossbreed Goats of Kaligesing Race

in Kaligesing District, Purworejo Regency” (Semarang: Semarang State University, 2017).

Zakiah. 2005. Women's Empowerment by Women's Lajnah. (Journal of the Study of Religious Social Problems, Vol 18, No 01

Hendra. Tommy. 02 December 2017. Community Empowerment in Al-Quran Perspective. JOURNAL OF WISDOM Vol. XI.

Site

<https://www.maxmanroe.com/vid/manajemen/pengertian-kualitas.html>, accessed on July 14, 2021, 21:44 WIB.

<https://www.salimah.or.id/about/> accessed on January 08, 2021, at 10:59.

Population Data Based on Assistance and Education (On-Line), selatpanjang.desa.id/statistik/Bantuan (07 July 2021)