

Empowerment of Housewives from the Poor Family Groups to Increase Income through Training in Making Mini Rice Cone

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Abstract. Service to the community through training of making rice cone mini is held to mother's households from poor family groups in Pulo Brayan Bengkel Medan village. Based on the observations of many poor mothers who do not have jobs other than taking care of their families. The purpose of this service is to train mothers from poor family groups to make proper mini rice cone for sold so that it can increase family income. The method is carried out through socialization and lectures to the community as well as conducting demonstrations directly selecting materials, cooking, decorating and serving mini rice cone to sell to consumers. Through training in making rice cone, mothers from poor family groups become skilled and have the expertise to sell mini cone rice to the community, which in turn will increase family income.

1 INTRODUCTION

A country will be prosperous if a minimum of 2% of the total population of the country become entrepreneurs. To date, according to a study in 2016, the number of citizens in Indonesia who become entrepreneurs is only about 0.18%. It is not surprising that the current condition of the Indonesian economy is far behind other neighborhood countries. For example, the percentage of entrepreneurs in Singapore is 7%, Malaysia is 5%, and China is 10% whereas the United States has nearly 13% of entrepreneurs. The development of knowledge and training about entrepreneurship is, therefore, expected to increase the enthusiasms of the Indonesian people, especially people in Sei Merah Village to create jobs through entrepreneurship.

Rice cone is a unique Indonesian food. The food is made from rice cooked with turmeric and with or without coconut milk and spices. The addition of spices and coconut milk, however, will make the rice cone has more savory taste than the white rice. Rice cone is one of the white rice variations which is often used as a rice cone. Rice cone is a way of serving rice cone and its side dishes in a cone shape, and it is commonly known as rice cone. Rice cone is usually served during a feast or celebration of important events, such as birth celebration, marriage,

engagement, and others. Nonetheless, Indonesian people know these activities in general. Rice cone is usually served on tampah (traditional container) and is covered with banana leaves (Anonym, 2008).

The cone shape which has one central point on its peak is believed to symbolize the Mahameru Mount which is a concept of nature and derived from Hinduism and Buddhism. The origin of this cone shape is in Hindu mythology, such as the Mahabharata epics.

Apart from the shape, the meaning of the rice cone color can also be interpreted. There are two dominant colors of rice cone, namely white and yellow. The white color in many religions symbolizes purity while the yellow color symbolizes sustenance, abundance, and prosperity. The whole meaning of rice cone is the recognition of the existence of a greater power than humans (God) which controls the nature and aspects of human life and determines the beginning to the end. The real manifestation of this acknowledgment is the attitude of worship towards the Almighty where gratitude, hopes, and prayers are sent to Him, so life can be better and rising similar to the peak shape of the cone. Thus, rice cone contains a deep religious meaning so that its presence becomes sacred in celebrations or *slamatan* ceremonies.

Mini rice cone is basically the development of regular rice cone with a smaller size and dimension than the general rice cone. Mini rice cone is a

modification of the regular rice cone made for personal consumption. Even so, mini rice cone does not reduce its essence as rice cone. Although it comes in small sizes, mini rice cone is still similar to rice cone in general with yellow rice cone and various side dishes around it.

To date, mini rice cone can be enjoyed at any time either with or without the need to hold ceremonials. In addition, everyone can also enjoy his/her own rice cone without having to share it with other people. The mini rice cone is combined with any side dishes, similar to the rice cone in general.

Pulo Brayan Bengkel Village is in the Sub-district of East Medan which is 12 km from the University of Sumatera Utara, and it can be reached in 45 minutes. The total population of Pulo Brayan Bengkel Village until 2017 was 12,659 people consisting of 6,362 men and 6,297 women. Pulo Brayan Bengkel Village consists of eleven neighborhoods.

The main livelihoods for the residents of Pulo Brayan Bengkel Village are office workers, laborers, traders, civil servants, and the Indonesian national army or police. The number of residents in the village who received rice for the poor (*Raskin*) was 553 households, the number of residents who received Medan health care cards was 2,248 households, and the number of residents who received the public health insurances was 639 households.

Based on the observations made, many women from the poor family groups did not have jobs other than as housewives. Therefore, the activities of this community service aimed at empowering housewives from the poor family groups to increase their income through training of making mini rice cone. This activity was done by conducting counseling and training by giving demonstrations and direct practices to make mini rice cone which would be useful in increasing the income of housewives from the poor family groups in Pulo Brayan Bengkel Village, East Medan Sub-district, Medan City.

The problem in this community service activities was the low awareness of the community in the Pulo Brayan Bengkel Village on the importance of doing entrepreneurial activities. In addition, the understanding of the residents of Pulo Brayan Bengkel Village on the business prospects of making mini rice cone needs to be improved.

2 RESEARCH METHODS

The service methods were conducted through the following activities:

- Counseling

Counseling was performed to *Karang Taruna* in Pulo Brayan Bengkel Village, Medan City. The socialization materials were about the development of the Internet and social media, social media as product marketing media, social media as an entrepreneurial opportunity, and the benefits of entrepreneurship.

- Discussion
After the counseling activity, the next activity was a discussion about the use of social media as an entrepreneurial opportunity with youths of *Karang Taruna* in Pulo Brayan Bengkel Village, Medan City.
- Evaluation
Evaluation performed in the community service was including observation of the participants in terms of their activeness during the activities, such as responding to each material presented, asking questions, and answering the questions asked.

3 RESEARCH RESULTS

The results of community service in Pulo Brayan Darat Village focused on the skills of empowering participants to be adept at making mini rice cone which is attractive and has selling value. These skills start with the preparation stage and the achieved results. The service activity was performed through counseling, demonstrating the selection of materials used, and practicing directly in making mini rice cone.

A preparation was conducted by both the service team and partners. The preparation was done to obtain an agreement between the two parties including the time and place of the activity. In the preparation stage, both parties agreed upon the time and place for conducting the counseling and training in the making of mini rice cone. The place of activity was at the house of Mr. Kus Santoso and Mrs. Hanum in the neighborhood IV area, Pulo Brayan Darat Village, Medan City.

The community service was conducted through counseling and demonstration activities. The demonstration activity consisted of the introduction and selection of the materials used, the processing of ingredients, the process of forming the preferred rice cone model, and the process of decorating the cone so that it has an attractive appearance. The processing of the food ingredients was done using the principle of on the spot practice.

The counseling consisted of several topics including entrepreneurship, empowerment of

housewives, and mini rice cone business management.

In the demonstration of the selection and processing of the mini rice cone ingredients, the trainer showed the ingredients used and explained how to choose good ingredients to make mini rice cone. After that, the trainer demonstrated the method of processing the ingredients to the participants starting from preparing the rice which will be processed into rice cone and cooking the supplementary ingredients, such as fried chicken, *tempe*, fried anchovies beans, and others. The trainer also asked participants to participate in the processing of the mini rice cone ingredients.

Afterward, the trainer explained the procedures to be performed and showed the tools used in the making process. Finally, the trainer also showed how to make the rice cone starting from putting yellow rice into a tool to shape the rice into a cone shape, arrange the side dishes and vegetables, and put them into a mini rice cone packaging.

4 CONCLUSIONS

Based on the results of this community service, it can be concluded that:

1. The training participants had a high enthusiasm to learn skills in making a product which can be sold to the community.
2. The existence of Family Welfare Empowerment (PKK) in Pulo Brayan Bengkel Village can be used to train the housewives, especially from the poor family groups, to increase their income through the skills in making mini rice cone.

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