

## **Description of the Image of Women in the Context of Increasing Self-Confidence through Women's Empowerment at the Bina Wanita Bahagia Foundation**

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### **ABSTRACT**

The implementation of women's empowerment itself is an effort in the form of training activities to empower women so that women have skills, so that they have a self-image that starts from a sense of self-confidence, if you have self-confidence then there is nothing that is impossible for a woman to do. both in terms of solving problems, improving the economy, developments in the business sector and so on. The description of a woman's self-image in the context of achieving self-confidence will of course be successful if her empowerment is successful and carried out smoothly, then the woman can get out of her comfort zone, previously thinking that she was a useless woman, doing anything through empowerment, she will rise up and be brave. do what is intended and be able to implement what has been learned. Through empowerment at the Bina Wanita Bahagia Foundation, women were formed into groups to carry out training by making crafts in the form of items made from plastic waste. From the results of this training, the women who took part in the training at least had skills in creative arts.

**Keywords:** *Women's Image, Self-confidence, Women's Empowerment, Creativity, Plastic Waste*

### **INTRODUCTION**

Talking about women is endless, in the current era it is no longer only men who are influential, have an important role and are in control of anything, but nowadays women can also take control and stand on their own feet, women are able to be empowered and be examples. the good one. Through empowering existing women, women can become more developed and empowered, currently there are many women's empowerment programs that have been held and implementation can take the form of continuous training. This can make citizens learn or women become more empowered and know information in the form of learning or skills. which will increase women's self-image, namely self-confidence in women. According to Friedman (1992) empowerment includes social, political and psychological aspects. What is meant by social empowerment is an effort to gain access to information, access to knowledge and skills, access to achievement in social organizations, and access to financial resources. Meanwhile, what is meant by political empowerment is an effort to have access to the decision-making process that affects their future. And what is meant by psychological empowerment is how to build self-confidence. Women's empowerment can be done through non-formal education activities. In Indonesia, in Law No. 20 of 2003 concerning the National Education System, it is known that formal, non-formal and informal education pathways can complement and enrich each other.

Looking at the image of a woman's image, there are many different versions and views because every woman has characteristics that describe or reflect that the woman's figure is very attractive, intelligent, independent, radiant and so on. Everyone definitely wants to have a positive self-image, apart from being profitable for themselves, of course a good self-image can also be an example or role model for others, such as being able to stand on your own two feet, being confident, not easily falling, not comparing your own success with the success of others, and many others. At this time, there is gender equality where there is equality and justice between men and women, so women also have the right to have high self-value and have a good self-image so that they can be examples and role models. To gain your own self-image, of course you have to carry out positive activities that can add to your abilities and self-worth, for this reason empowerment is needed, with women's empowerment it can help women find their identity.

Women's empowerment is basically planned and implemented to achieve predetermined goals in accordance with the vision and mission that has been set for the welfare of women, one of which is of course to make women empowered and can increase women's self-value so that women are able to do something which people may think they are incapable of doing. To increase women's self-worth, of course there must be encouragement from oneself and a great desire for change for the better and there must be empowerment for women because this is very important for survival.

Women's empowerment is an effort made to build women's abilities and self-concept through a process of awareness and education so that they can be used to improve family welfare. Talking about women in Indonesia, of course there are still many groups of women who lack empowerment both in terms of increasing their self-worth and in terms of creativity and skills which include a sense of self-confidence. Therefore, empowerment is very important to be carried out in communities that need empowerment, especially in disadvantaged communities where many women can be empowered through learning or training. The existence of women's empowerment can grow women's skills, apart from increasing self-value, through women's empowerment it can also grow women's self-image, namely self-confidence, so that currently many women are actively working both in industry and entrepreneurship which can help their family's economic needs.

In the current era, many women, both young people and mothers, feel depressed because of a lack of self-confidence or because of a problem situation they are facing in their environment. Seeing this happen makes women sometimes confused about what to do to wake up from their downturn and self-distrust. Currently, there are many ways to improve mental health, depression or lack of self-confidence, starting from consulting a doctor, doing activities you enjoy, taking part in empowerment activities, and so on. In the empowerment program there are many activities that can improve personal skills or increase self-value in the form of self-confidence which can lead us in a more positive direction. Women's empowerment by utilizing plastic waste into useful objects can encourage women who feel they are useless to feel that they are useful and can produce works made by their own hands with the skills taught during empowerment, with women's empowerment Through the use of plastic waste, it can also reduce plastic waste and improve the skills that women or mothers actually have.

## RESEARCH METHODS

The research method is a scientific approach used to collect information with a specific purpose. The research method functions to obtain and find relevant information during the research process. According to Sugiyono (2011:2), research methods are a scientific method used to obtain information for a specific purpose. In this research, researchers apply descriptive methods because the focus is to describe and explain social phenomena that occur in groups of women, especially in the context of women's empowerment.

The researcher used a descriptive method with a qualitative approach in this research, this is because the problems discussed by the researcher are not related to previous figures because this research requires clear disclosure regarding the description, implementation, process and expected results of the women's empowerment program that can increasing one of the self-values and self-image that exists in women, namely increasing self-confidence through creative activities carried out by oneself through empowerment. In the qualitative descriptive method, researchers use it because this research does not seek absolute truth but only looks at it from the point of view or perceptions of an event in a certain group.

**Location** This research was conducted at the Bina Wanita Bahagia Foundation which is located at Jl. Panca Marga, Kaligandu, District. Serang, Serang City, Banten. The subject of this research was one manager of the Bina Wanita Bahagia Foundation and the training participants were five housewives. Meanwhile, the data collection techniques that researchers used in this research were observation, interviews and documentation. Observations were carried out to collect data by direct observation carried out by researchers regarding the process of implementing women's empowerment. Interviews were conducted to obtain more accurate information by asking sources directly about the process of implementing empowerment. Documentation is carried out to obtain information through references and documents that are already available.

## RESULTS AND DISCUSSION

### Results

Empowerment comes from the basic word 'power' which means the ability to do something or the ability to act. Power has the prefix ber- so that the word 'powerful' means having or having power, strength, ability, having the mind to overcome something. So Empowerment means to make empowered, to make something empowered or have power/strength. Based on various definitions of empowerment, it can be concluded that empowerment is an effort made to make people, especially women, empowered and able to advance themselves by increasing their knowledge and skills towards a prosperous or better life. The empowerment program for women's empowerment in Indonesia has been started since 1978. Through the empowerment program, several regions have achieved adequate results in increasing women's capacity, improving the economy, improving health, improving the quality of life of women. However, there are still many women in Indonesia who have not been touched by empowerment programs, both in urban areas and especially in rural areas. Empowering women who use plastic waste can also help reduce plastic waste. The presence of women's empowerment by using basic materials from plastic waste into crafts in the form of goods can increase skills and creativity in women. This will give rise to a sense of self-confidence that women have special skills. can be proud of himself.

At the Bina Wanita Bahagia Foundation there is a women's empowerment program, this program is designed in accordance with predetermined objectives which are designed to empower women, increase creativity, and increase self-confidence in housewives, both those who do not have work or who have problems. in their household, whether economic problems or domestic violence. This empowerment is designed so that mothers do not get bored at home or feel like they are useless women, therefore this women's empowerment program is designed so that women take an active part in skills and creativity that produce work in the form of goods or skills, this will restore thoughts, boredom or psychological aspects of women as therapy that follows this empowerment in the form of skills and creativity training. Activities to implement women's empowerment are carried out with efforts to empower, strengthen and make women independent, so that women can also gain access and management of economic, political, social and cultural resources, so that women can manage their

portions and increase their self-confidence to take an active role in solving existing problems so that women's self-image can be seen.

Through women's empowerment carried out at the Bina Wanita Bahagia Foundation, it is hoped that this can be a bridge for women to find their self-image in the context of self-confidence that they can have skills and creativity. The vision and mission of the Bina Women Happy Foundation are:

1. Vision

To become a quality child social welfare institution in the aspects of ruhiyah (soul), fikriyah (thought) and jasadiyah (physical) towards happy, pious and independent children.

2. Mission

- 1) Instilling Islamic values.
- 2) Building character with moral values or ahlakul karimah.
- 3) Developing potential with skills, formal schooling and discipline.
- 4) Sharpen social spirit, responsibility and sensitivity to environmental problems.
- 5) Become an organization in synergy with elements of society for active participation.

Psychological empowerment is an effort to build women's self-confidence. Women's empowerment at the Bina Wanita Bahagia Foundation is designed not only to improve the skills and creativity of mothers but also to improve the psychological condition of mothers who experience problems both in household problems and economic problems and so on. Women who experience domestic violence, economic or other problems can consult with the owner of the Foundation for Social Health and practice through craft-making skills. The insight of women around the Bina Wanita Happy Foundation needs to be encouraged to be more open to conditions outside the environment and access to information also becomes easier. Interaction with the outside world is also carried out through internship and training programs for women within the Bina Wanita Bahagia Foundation. The ease of accessing information and the openness of women's insight will help facilitate changes in the mindset of society and women in particular. They no longer think narrowly but can take experiences from outside their lives as examples, inspiration and motivation to be able to develop and progress further and increase their self-confidence. Apart from that, this institution also provides psychological therapy for housewives who have problems in their households and children who have experienced sexual abuse. Here the victim will be given therapy to make him heal and will be directed to take part in this training to reduce the burden a little. Sometimes there are also training activities in collaboration with social services, as has been done, namely culinary training, not only training, they are also given capital to create a business in the form of tools needed to make food to be sold.

Within the Bina Wanita Happy Foundation there are several programs, one of which is a program to empower women, namely the Social Welfare Institution. In the Social Welfare Institution Bina Happy Women led by Mrs. Hj. Euis Sobayar, S.Sos, and there are two fields, namely the social and da'wah field and the field of education and training. In carrying out training here, usually the participants are several mothers who have problems such as economic problems, family problems, but not only that, sometimes even parents of students whose children are sent to school at the Bina Wanita Bahagia Foundation also participate, then usually divided into groups, but based on the number of members. The group depends on how many women are present at that time, usually they are trained or taught to make crafts that can be useful for themselves, examples of crafts are tissue boxes, mats, and others. In the planning stage, the women also took part in the planning, namely by gathering once every two weeks on Thursdays, the women participated in discussing and contributing ideas and ideas about what skills they wanted to do and implement them. As a result of the observations and interviews we conducted, the mothers participated in planning, starting from preparing materials for skills such as collecting coffee wrappers which were used as mats and bottle caps which were used as tissue boxes.

Judging from the background of the training program at the Bina Wanita Bahagia foundation which was caused by the management's concern about the condition of women who were under social pressure, household failure, lack of self-confidence, and so on, this training program was more focused on how to describe and create relax the training participants, who are dominated by mothers, thus giving them hope to continue carrying out their daily lives with a calmer heart. Activities that are usually carried out are training in making craft objects in the form of delivery goods, utilizing plastic waste into disposable objects such as tissue boxes, mats from used coffee packaging, and so on. These activities are usually carried out when these mothers are waiting for their children who are attending learning at Kober, in other words, apart from being empowering, this craft activity is also a way to fill free time.

The Bina Wanita Bahagia Foundation has not fully supported training activities, so they also involve the relevant social services. Some time ago, the Bina Wanita Bahagia Foundation even participated in a culinary training program held by the Banten provincial social services. Apart from that, this foundation also often communicates empowerment needs to government agencies so that they then receive training and equipment which is then used by participants as capital to open a business. Apart from training activities, participants also receive healing therapy and the foundation provides a place to share complaints and then find a way out together through a built emotional approach. The head of the foundation revealed that as fellow women, the foundation wants to provide space for women who experience difficulties in their lives, so they do not limit training participants ranging from single mothers to young people who may have gone through bitter times.

Apart from that, the Bina Wanita Happy Foundation Institute also provides psychological therapy for housewives who have problems in their households and children who have experienced sexual abuse. Here the victim will be given therapy to make him healing and will be directed to take part in this training to reduce the burden a little. Sometimes there are also training activities in collaboration with social services, as has been done, namely culinary training, not only training, they are also given capital to create a business in the form of tools needed to make food to be sold. Women's participation refers to the active involvement and roles played by women in various aspects of life, including in decision making, economic, social and cultural. The participation of women or mothers who are close to the area around the Bina Wanita Bahagia Banten Foundation is quite small, but sometimes many mothers want to join even though they are not clients of the Foundation itself and the Foundation itself accepts it happily because this mothers' association is one one part of the institution's own psychological therapy. The Bina Wanita Bahagia Banten Foundation itself aims to foster or help women and mothers to be more prosperous.



Employee empowerment is a process that can make individuals more empowered in solving work-related problems. with that there is something called psychological empowerment in this foundation. Psychological empowerment can be understood as a process of empowerment or also a mental state, manifested in four sub-chapters: cognition, meaning, competence, self-determination and impact. Specifically, meaning refers to a person's belief that their work is important, competence refers to self-efficacy, or belief in their ability to successfully complete a task, self-determination is usually fostered by the guardians of students from the kindergarten located here, or the community surrounding the foundation and other people. who is on the road. With the programs at this foundation, the evaluations that are usually carried out by this foundation are:

1. Evaluation does not involve assisted clients.
2. Evaluation is carried out by companions and foundation administrators.
3. Evaluation usually occurs when there is a serious problem experienced by the client built. (example: the client does not feel he has the skills and is given training in crafts, or about the mentality of his inmates)
4. Evaluation occurs 2/3 weeks.

- Evaluation takes the form of finding solutions to problems with a client or a program that has been implemented.

This evaluation aims to hope that this foundation can continue to run smoothly. and the people who are in this foundation will also feel the good impact. Evaluation is a process that describes, obtains, and provides information about objectives, design, implementation that is useful for consideration in making a decision, with that the Happy Women Foundation continues to carry out evaluations in stages so that the programs that have been carried out run smoothly. In implementing this program, of course it is not free from obstacles, these obstacles usually come from the participants, namely mothers, sometimes they cannot attend because they are lazy or have other work, but this does not stop the progress of this program, the training continues even though with a small number of participants, sometimes only 2 or 3 people. Apart from that, this institution also provides psychological therapy for housewives who have problems in their households and children who have experienced sexual abuse. Here the victim will be given therapy to make him heal and will be directed to take part in this training to reduce the burden a little. Sometimes there are also training activities in collaboration with social services, as has been done, namely culinary training, not only training, they are also given capital to create a business in the form of tools needed to make food to be sold.

Table 1. Figure

Picture	Information
	<p>The following picture shows the skills and creativity resulting from women who participated in women's empowerment. The following image is the result of women's creativity for a parade competition made from used plastic.</p>
	<p>The following images are handicrafts and creativity made by mothers who participate in women's empowerment. These objects are made from used plastic materials which can be recycled into mats, tissue holders, pencil boxes and many others.</p>

## Discussion

In the concept of human resource empowerment, it can be interpreted as a business activity to further empower human power (energy) through activities carried out to achieve change and development of humans themselves, which can be in the form of ability (competency), trust (confidence), authority (authority) , and responsibility in the context of implementing organizational activities to improve expected performance. Likewise, women's empowerment is designed with the aim of empowering women to get out of their comfort zone and do things they should be able to do and be brave in making decisions. In the current era, many people are learning about gender equality, where women can also do everything that men do, now women also have the opportunity to improve the economic situation in the household, overcome problems in business, and can become a leader in an organization. Meanwhile, the concept of women's empowerment according to the Ministry of Women's Empowerment (KemenPP), states that women's empowerment is an effort to enable women to gain access and control over resources, economic, political, social, cultural, so that women can organize themselves and increase their self-confidence to be able to play a role. and actively participate in solving problems, so as to build abilities and self-concept (Ministry of Women's Empowerment, 2014). This effort to empower women is carried out guided by the vision, mission and goals of women's empowerment which are implemented in the programs.

Objective of women's empowerment itself include: 1). Increasing the position and role of women in various areas of family, community, nation and state life, 2). Increasing the role of women as decision makers in realizing gender equality and justice, 3). Improving the quality of the independent role of women's organizations by maintaining the values of unity and integrity, 4). Increasing the commitment and capability of all institutions fighting for gender equality and justice, 5). Developing efforts to empower women, family and community welfare and child protection. The aim of women's empowerment is carried out based on the direction of empowerment policies and programs, as well as steps determined by the Ministry of Women's Empowerment. The process of implementing women's empowerment at the Bina Wanita Bahagia Foundation is carried out in the form of training activities provided to improve skills and creativity as well as increase the self-confidence of housewives. If women already have a number of expert knowledge in the form of skills that produce their own creative work, then women will also have the ability or empowerment to create jobs and will create self-confidence which will give rise to independence. Within the stated goal of empowering women, mothers can play an active role in various aspects of the Bina Wanita Bahagia Foundation, such as supporting programs and becoming volunteers in existing programs such as skills training, counseling or education. Furthermore, women who have achieved happiness, success, and self-confidence in their own lives can become mentors to help empower other women to achieve similar goals.

The women's empowerment program implemented by the Bina Wanita Bahagia Foundation is in the form of training where the learning participants themselves consist of housewives who have problems in their households, victims of sexual violence, or mothers who feel a lack of self-confidence. Empowerment in the form of training is to foster mothers' creativity and develop their own image. This training activity is usually carried out once a week or twice a week, directed by the mentor in empowerment. The result of this training is that students can practice their skills because the activities they usually carry out are making crafts in the form of attractively shaped delivery items, making crafts from plastic waste materials such as coffee wrappers made into mats, bottle caps made into tissue boxes, and so on. The results of the crafts that are made are not sold for personal use only, because the aim of this training is so that students feel that they are useful and have skills that must be honed, so a sense of confidence will arise in them. The Bina Wanita Bahagia Foundation is ready to help women or mothers who have experienced acts of violence, online borrowing, or even depression and so on. The treatment period varies depending on the client itself, at least a week is enough, but there are cases where even 3 months or almost 1 year still have to be under the supervision of the Foundation, but if the Foundation is unable to do so, it will be transferred to a psychologist. The hope of the Bina Wanita Bahagia Banten

Foundation is that with the existence of this foundation, women and mothers are expected to become more confident individuals, adapt to the surrounding environment like other people in general, be able to solve problems that one day occur and even be able to become a person who provides solutions to other people's problems.

Women's empowerment according to a quote in the journal Latipah, I (2020) states that women's empowerment is often used in the context of the ability to improve the economic situation (fulfillment of practical needs) of individuals, which is a concept that contains the meaning of struggle for those involved in the struggle, namely women's struggle. This understanding shows that women's empowerment is an effort to improve skills that can be used to meet their needs, women can also earn income from the skills and potential they already have since participating in empowerment, one of the jobs that women can do is entrepreneurship, before doing anything Of course, there must first be a feeling of self-confidence within oneself that one is capable of doing this, then independence will be created within women.

In Women's empowerment is actually to empower women and increase women's self-value or the self-image that women want to have, therefore the picture of self-image and complete self-confidence is that women are able to prove that they are useful and able to stand on their own feet. , it doesn't matter what other people say as long as the woman is still walking on the right path then there is no such thing as being impossible for a woman to overcome something in terms of economic, political, social, cultural and so on. In the empowerment process, of course there are several things that hinder the empowerment process, starting from participation, facilities, limited knowledge of tutors and so on, but these things do not become obstacles to the sustainability of the empowerment process.

Various obstacles were encountered in the process of implementing women's empowerment at the Happy Women Foundation, including the following:

1. Lack of creative facilitators  
 Inadequate facilities really affect the process of implementing training, especially those related to tutors. So far, the tutors at the Happy Women Foundation come from the management of the Foundation itself, but sometimes once a month there are also collaborations with social services by bringing in tutors who are experts in their fields so that the training is empowering. Not only does it focus on creative crafts, but there is also empowerment in terms of cooking.
2. Busy taking care of the household  
 The students in this training are housewives so their main task is to take care of their home, husband and children. So, during the implementation of the training there are mothers who rarely come or do not continue the training organized by the Bina Wanita Bahagia Foundation, which can sometimes hinder unstructured empowerment.
3. Feeling of lack of confidence  
 Not believing in their own abilities means that many mothers do not have the courage to start an activity that produces work. There are still many of them who prefer to work in other people's businesses and get paid rather than opening their own business. This is the focus of this research, namely through women's empowerment, it is hoped that women can have a self-image in the context of self-confidence that they are able to do things they are considered incapable of doing.

No	Author, Title, Year	Approach and Method	Research result	Distinction
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1	<p>Ismail, Yulinda and Wolok Tineke. (2019). Empowerment of Women in Utilizing Household Waste into Economically Valued Craft Items to Increase Family Income.</p>	<p>This research uses qualitative methods, namely direct research at the location, namely observation and interviews.</p>	<p>The results of the research in this journal were to utilize plastic waste by making rubbish bins in Ayuhulalo village with a purposecreating activities that are able to make the community independent by creating a climate that allows the community to develop and strengthen the potential or power possessed by the community</p>	<p>The difference between the research I conducted was the aim and title of the research. My research focuses on how empowerment can raise women's self-confidence.</p>
2	<p>Setyawati, Y, E. and Siswanto, P, H, S, R. (2019). Women's Participation in Waste Management has Economic Value and is Based on Local Wisdom.</p>	<p>survey method with a quantitative approach with a descriptive level of explanation</p>	<p>Women's empowerment is carried out in Sitimulyo Village with waste management activities or waste banks. The implementation of waste management can be seen from participation in donating money and energy, throwing away waste at the waste bank, sorting waste, filling in waste savings books, participating in waste recycling craft making activities, and making compost. The activities most frequently participated in by women or mothers in Sitimulyo Village is throwing rubbish at the rubbish bank.</p>	<p>The differences in this research are the title, objectives and research problems. The focus of the research that I made was that the creativity that mothers create can become a skill within themselves.</p>

3	Latipah, I. (2020). Empowering Women Through Utilizing YouTube Media in Improving Entrepreneurial Skills	Using a descriptive method with a qualitative approach with a level of description.	The implementation of women's empowerment is carried out through direct training activities, namely trainers provide and teach the skills they have to mothers directly. Empowering mothers through YouTube media is carried out by providing socialization about entrepreneurship using YouTube media. Based on researchers' observations, mothers are starting to master entrepreneurship material through YouTube media.	The differences in this research are the title, objectives and research problems. My research focuses on raising women's self-image in the context of self-confidence through empowerment made from plastic waste.
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## Conclusion

The training program at the Happy Women's Foundation is empowerment in the form of training activities through handicrafts made from plastic waste and consultations on problems felt by clients who come to the Bina Women's Happy Foundation, problems can be in the form of household problems, violence in the home. stairs, lack of self-confidence and lack of sense of independence, therefore the presence of women's empowerment at the Happy Women Foundation is to overcome the problems experienced by these women. The role of the Bina Wanita Bahagia Foundation in this women's training group is to make women independent and to increase the participatory and active role of participants in planning, organizing, evaluating and enjoying the results in development in the field of social welfare for women who take part in the activity program. In the process of implementing empowerment, it is usually divided into groups, but the number of group members depends on how many women are present at that time. Usually they are trained or taught to make crafts that can be useful for themselves, examples of crafts such as tissue boxes, mats, placeholders. Pencils and so on. With the presence of empowerment at the Bina Wanita Bahagia Foundation, it is hoped that the image of women will be created in the context of increasing women's self-confidence.

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