

Utilization of Home Business Counseling to Increase Family Income in Cisait Village, Serang Regency

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ABSTRAK

In Cisait Village, poverty is a major challenge for most families. In this research, we analyzed the problem and implemented Community Learning in Empowering Housewives through Home Industry in Cisait Village. Through observations, interviews, and counseling, we found that economic issues and unemployment were the main focus. Many families depend on unstable incomes, while housewives face difficulties in finding work due to the responsibility of taking care of children at home. Home industry counseling was organized to provide skills and knowledge to housewives, with a focus on work that can be done from home. As a result, the participants showed great enthusiasm and increased their confidence. Some business examples such as online business and frozen food business were recommended because they are flexible and efficient. Post-counseling, monitoring and evaluation continue to ensure sustainability and capacity building of entrepreneurs in Cisait Village.

Keywords: *Poverty, Home Industry, Community Learning*

INTRODUCTION

Poverty is one of the phenomena that is difficult to solve for the Indonesian people. Poverty is a condition where a person cannot fulfill basic needs (clothing, food, shelter, and medicine) (Abdussamad & Rapanna, 2023). Meanwhile, Anggraini & Ritonga (2022) stated that social welfare is a condition where a person is able to complete all needs or needs and have positive relationships with the surrounding environment. Poverty is characterized by the limited condition of the community, both in access to production factors, opportunities or business opportunities, education, living facilities so that activities and businesses are very limited. (Khiftiyah & Nilamsari, 2022)

One of the factors that measure social and economic conditions in assessing the success of government development in an area is the existence of poverty itself (Oktaviana et al., 2021) The Central Bureau of Statistics quoted from Sinurat (2023) states that those who earn less than a certain amount, called the poverty line, are considered poor. Larasati et al. (2021) stated that poverty is also caused by several factors, namely inadequate minimum wages, poor living standards, and increasing unemployment every year without additional employment opportunities. The burden of poverty lies most heavily on certain groups and women are generally the losers.

In Cisait Village, poverty is one of the biggest challenges faced by most families. Many families experience difficulties in meeting their basic daily needs due to limitations in various aspects, including access to economic resources and employment opportunities. Under these conditions, women often have to find additional ways to support the family economy, even though they are also limited by time and resources.

One of the efforts made to overcome poverty in Cisaut Village is through home-based business counseling. This extension program aims to provide knowledge and skills to villagers, especially women, so that they can utilize local potential to generate additional income. Home-based business counseling includes various activities, such as training in cooking skills, handicrafts, plant cultivation, and simple financial management. (Sari et al., 2021)

Home Industry or home-based business is a small-scale business unit engaged in certain industries which usually employs one or two houses as a production, administration and marketing center at the same time which can be seen from the business capital and the number of workers absorbed less than large companies, (Diana & Laila, 2021).

The home-based business counseling will provide technical skills, and open up insights for the participants about business opportunities that they may not have realized before. Through this counseling, participants are expected to utilize the resources around them to create valuable products. In addition, this counseling also provides motivation and encouragement to the participants to be more confident in starting and developing their own business.

Thus, it is expected that home-based business counseling will play an important role in efforts to increase family income in Cisait Village. The program will provide short-term solutions, and build a strong foundation for family and community economic sustainability. This study aims to further examine the economic problems in Cisait village and the implementation of home-based business extension in Cisaut village, and provide recommendations for more effective program development in the future.

RESEARCH METHODS

This research uses a qualitative method with a case study approach to analyze homeindustry development strategies in women's economic empowerment in Cisait Village, Kragilan District, Serang Regency. The qualitative method was chosen because according to Sugiyono (2022) it allows an in-depth understanding of the phenomenon under study through narrative and descriptive data collection. Data collection in this study was carried out using interviews and observation methods to gain an in-depth understanding of the utilization of home business extension to increase family income in Cisait Village, Serang Regency.

Through interviews, researchers collected data directly from families involved in home-based businesses, eliciting information on the type of business, the impact of extension on knowledge and skills, and changes in income experienced. These interviews provided in-depth insights and personal perspectives from the respondents. Observations were made to directly observe the implementation of home-based businesses and the changes that occurred after the counseling. Researchers observed production techniques, equipment use, and interactions within the families running the business. These observations provided objective and factual data, strengthening the validity of the findings from the interviews. The combination of these two methods ensured comprehensive and accurate data to analyze the impact of extension on increasing family income.

Data analysis in this study uses inductive qualitative analysis, which means that the analysis is carried out based on data obtained from interviews and observations. According to Miles & Huberman quoted from Haryono (2023) qualitative analysis consists of three streams of activities that occur simultaneously: data reduction, data presentation, and conclusion drawing/verification. Data reduction involves the process of simplifying, sorting, and organizing raw data into a more manageable and understandable form including eliminating irrelevant information and classifying data based on specific themes or categories.

Then, data presentation involves organizing the data into a format that allows further interpretation and analysis, such as through tables, graphs, or descriptive narratives. This presentation assists researchers in understanding patterns and relationships that emerge from the data. Conclusion drawing/verification is the stage where researchers interpret the data that has been reduced and presented, then draw conclusions that can explain the phenomenon under study. Verification is done to ensure that the conclusion is valid and reliable. Through these stages, the researcher will systematically evaluate home-based business counseling on increasing family income in Cisait Village.

RESULTS AND DISCUSSION

Result

Based on the results of research through observations, interviews, and the implementation of counseling from several housewives in Cisait Village, Kragilan Subdistrict, Serang Regency, several research results were found, including:

1. There are Economic Problems in Cisait Village

Observations show that one of the main problems in Cisait Village is low economic factors. Many families depend on the income of their husbands who work as parking attendants, whose income is not fixed and does not meet the increasing daily needs. This has caused unrest among the housewives because the cost of basic necessities has risen. Interviews with several housewives revealed the situation they face.

According to Siti, a housewife in Cisait Village, "My husband's income as a parking attendant is not enough to meet our daily needs. Every day his income is uncertain, while the prices of basic necessities continue to rise. We are often worried that we will not be able to provide for our children." This illustrates the economic instability felt by families in Cisait Village. The uncertain income from working as a parking attendant makes financial planning difficult. This condition is exacerbated by the rising prices of basic necessities, which causes uncertainty and worry among housewives like Siti. She has to deal with daily economic pressures without any guarantee of a steady income.

Ms. Lina, another housewife, said that: "Sometimes my husband comes home with no money at all. Meanwhile, the needs of the household and children cannot be delayed. We have to find other ways to earn money, but job opportunities in this village are very limited." From Ms. Lina's words, it can be understood that there are other problems associated with informal work in the village. When her husband does not earn an income, the economic burden of the household becomes heavier. The limited employment opportunities in the village add to the difficulties for families who depend on a single source of income. This shows how urgent the need is for alternative sources of income that can help stabilize the family economy in Cisait Village.

This means that the interviews corroborate the observations about economic problems in Cisait Village. The instability of income from work as a parking attendant and the rising prices of basic necessities create significant financial pressure for families in the village. Limited additional employment opportunities add to the complexity of these problems, suggesting the need for innovative and sustainable solutions to improve the economic well-being of villagers.

2. Unemployment among housewives

Observations show that many housewives in Cisait Village face unemployment. They are often prevented from working outside the home due to the responsibility of caring for children who cannot be left alone. This unemployment is the main impetus to provide counseling on home industries that allow housewives to work from home and earn additional income.

Ms. Rina, a housewife in Cisait Village, revealed, "I want to work to help my husband, but with small children at home, I can't leave them. It's hard to find a job that I can do from home." Ms. Rina's explanation illustrates the dilemma faced by many IRTs in the village. The desire to contribute to the family economy is challenged by the limitations of working outside due to the responsibility of caring for children, creating a situation where IRTs feel trapped at home without access to adequate economic opportunities, exacerbating the condition of unemployment among IRTs in Cisait Village.

Then there is Mrs. Ani, another housewife, who stated that "We need a solution that can keep us at home but also make money. Sometimes I feel very helpless because I cannot help my husband financially.". This means that there is an urgent need for flexible work solutions in Cisait Village. Feelings of helplessness and frustration at not being able to contribute to family finances are common among unemployed housewives which underscores the need to implement programs that can accommodate the need to work from home, such as the proposed home industry extension.

From the interviews and observations carried out by the author, it is clear that unemployment among housewives in Cisait Village is not only an economic problem but also a social and psychological problem. Many of them need more opportunities that allow them to work from home, thus increasing their self-confidence and financial independence, while fulfilling their responsibilities as mothers.

3. Implementation of Home Industry Extension

The entrepreneurship extension activities in Cisait Village began with a series of careful preparations, which included designing an extension curriculum tailored to the needs and limitations of the village. Prior to the extension program, the extension team held several meetings with community

leaders and several housewives to identify their specific needs and challenges in entrepreneurship. Then, the implementers tried to develop materials that were relevant and easily accepted by the housewives, such as the basics of entrepreneurship, product manufacturing techniques, attractive packaging, and effective marketing strategies with minimal costs.

The counseling takes place over several weeks, with sessions held twice a week to ensure that the housewives have sufficient time to learn and digest the information, while managing their time between daily activities. The extension workers provide more intensive assistance and answer questions from the housewives directly. Each session is designed to be interactive, with a combination of presentations, group discussions, and hands-on practice, which is essential to maintain the level of engagement and activeness of the participants.

During the implementation process, the enthusiasm of the housewives was evident. The women actively asked questions during the sessions, and in hands-on practices, such as making sample products or marketing simulations. The extension workers observed that this kind of activity was very effective in building the confidence of the housewives and giving them a real picture of what it takes to start and run a home-based business.

During the counseling and observation activities in Cisait Village, researchers conducted interviews with several housewives to get their views on the activities. "I feel very helped by this counseling," said Ms. Sari, one of the participants. "Before, I was just at home, not knowing where to start to help my family's economy. Now, I have an idea of how to make and sell cakes from home." Ms. Sari's comment shows how the extension program has succeeded in providing the inspiration and direction that housewives need to start their own businesses. Practical activities such as baking cakes not only boost their confidence but also provide practical skills that can be directly applied to generate income. This can prove how necessary it is to provide education that is directly applicable and relevant to the daily lives of participants.

Then Mrs. Ani, one of the participants, also explained that "At first I was hesitant, but after participating in the counseling and seeing my friends start to try, I became motivated," said Mrs. Ani. "The problem is that I still have difficulties with marketing and product packaging, but I am happy because the extension workers are always ready to help." The quote from Ibu Ani illustrates the challenges faced by the IRTs after the initial phase of the extension program, especially in the marketing and packaging aspects. This shows the need for continued support after the extension program, as has been implemented with follow-up sessions and regular visits. The involvement of extension agents in helping to overcome these barriers is crucial to ensure that the IRTs not only start their businesses but also survive and thrive in the long run. In addition, this support also maintains the momentum and motivation of the IRTs to keep trying despite the challenges they face.

Some examples of businesses recommended during the counseling were online businesses and frozen food businesses. These businesses were chosen because they allow housewives to work from home, reduce the need for transportation, and facilitate time management between work and family responsibilities. Online businesses, for example, utilize the increasingly popular digital platform to sell products that can reach a wider audience without geographical restrictions. This is especially important in today's digital era where access to the internet and social media opens up vast market opportunities.

Meanwhile, the frozen food business is considered ideal due to its long-lasting products and ease of distribution and storage. Products such as homemade chicken nuggets, meatballs, or even other frozen ready meals allow housewives to produce and package large quantities of food during their free time, which can then be sold in batches. This strategy is not only efficient but also optimizes resources and time, making it a practical solution for housewives with limited time and resources.

After the counseling, the extension team did not immediately leave the IRTs with their new knowledge, but continued to conduct monitoring and evaluation. The author also makes regular visits to Cisait Village to check on progress and help the housewives overcome obstacles that arise when they start applying what they have learned. In this session, the IRTs are given the opportunity to share their experiences, successes and obstacles, so that learning becomes a continuous cycle and entrepreneurial capacity building in Cisait Village can continue to grow.

Discussion

Based on the research results described above, it can be shown that there are several things found as follows.

First, the economic conditions in Cisait Village, as revealed in interviews with Ms. Siti and Ms. Lina, illustrate a situation of income uncertainty that affects many families. The irregular income from informal jobs such as parking attendants, combined with the rising prices of basic necessities, creates an environment full of economic instability. This is in line with Keynesian economic theory cited in Supriaman & Mubaraq (2024) which says that this income uncertainty can reduce household consumption and affect the welfare of citizens. On the other hand, there are also behavioral economic theories, where continued financial uncertainty and stress can influence decision-making, often forcing individuals to make short-term choices that may not be beneficial in the long run. In this regard, in Cisait Village, the need to increase stable sources of income and diversify employment is an important solution to reduce these economic tensions and support financial stability for families. (De Bruijn & Antonides, 2022)

Secondly, it was found that the large number of unemployed housewives in Cisait Village reflects a deep social and economic dilemma, as revealed through interviews with Mrs. Rina and Mrs. Ani. This condition is in line with the dual role theory expressed by Rosabeth Moss Kanter, which explains how women are often caught up in the pressure to fulfill domestic responsibilities while trying to contribute to the family economy. The inability to leave home due to childcare responsibilities creates significant restrictions on their participation in the formal labor market. (Bird, 2021)

Then there is the theory of occupational segregation by gender where traditional occupations often categorize women in low-wage, home-based work, which while logistically advantageous, often does not provide adequate financial security or career development opportunities. This condition is exacerbated by informal economy theories that recognize that work from home is often unrecorded and undervalued, despite contributing significantly to the household economy. (Mansoor & Abraham, 2021)

To address this problem in Cisait Village, a home industry extension program could be a relevant and practical solution, combining the need for work that can be done from home with skills development that enables housewives to create and take advantage of new economic opportunities. The implementation of such a program would support the financial independence of IRTs and could address psychological issues such as feelings of helplessness and frustration at not being able to contribute economically.

Therefore, the authors implemented an entrepreneurship extension activity in Cisait Village that began with preparation that involved designing a curriculum that suited the needs of the community. Through meetings with community leaders and housewives, the extension team identified specific needs and challenges in entrepreneurship. Extension materials covered the basics of entrepreneurship, production, packaging, and economical marketing strategies. Extension was conducted over several weeks with two sessions per week, providing ample learning time and intensive mentoring, through an interactive method combining presentations, discussions and hands-on practice.

During the implementation of the entrepreneurship extension program in Cisait Village, the high enthusiasm of the housewives demonstrated the effectiveness of the intervention in improving their skills and confidence. In accordance with Bandura's social learning theory, the active involvement of the housewives in the practical sessions reinforced learning through observation and repetition, which increased their self-efficacy in managing their businesses. Comments from Ms. Sari and Ms. Ani show how the counseling successfully gave them the tools to start their own business and the motivation to continue despite the challenges.

This study shows the importance of providing training that is not only theoretical but also applicable, in line with Knowles' adult learning theory cited in Hidayat et al. (2023), which focuses on task-oriented learning and direct relevance to participants' lives. Businesses such as online and frozen food businesses, which were recommended during the counseling, are practical examples of this adaptation, allowing housewives to run businesses from home and integrate work responsibilities with family life.

The need for ongoing support post-extension is vital, in line with Lave and Wenger's theory of sustainable development that learning is a continuous community process (Lakshmi & Kesavan, 2024). This approach not only helps in overcoming initial barriers but also supports the IRTs in sustaining and growing their businesses. Monitoring and evaluation conducted by the extension team as well as regular visits demonstrate a commitment to continuous learning to ensure the sustainability and growth of the businesses initiated by the IRTs in Cisait Village.

CONCLUSIONS

From the results of the research and implementation of the home industry extension program in Cisait Village, it can be concluded that economic problems and unemployment among housewives are the main focus. The extension program has provided innovative solutions by providing practical and supportive education, such as online business training and frozen food business that suits the needs and limitations of the local community. The active engagement and enthusiasm of the housewives during the extension shows the effectiveness of the program in improving their skills and confidence. Unfortunately, some challenges such as marketing and product packaging still need further attention. Therefore, continued support from the extension team is essential to ensure the sustainability and growth of their businesses. Measures such as regular monitoring and evaluation, as well as follow-up sessions and regular visits should always be conducted to ensure the continuity of learning and entrepreneurial development in Cisait Village. It can be understood that empowering IRTs through home industries not only provides a solution to economic problems but also promotes economic growth and community welfare in Cisait Village.

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