

## **COMMUNITY EMPOWERMENT: IMPROVING PRODUCT QUALITY AND COMMUNITY WELFARE**

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### **Abstract**

Micro, small, and medium enterprises (MSMEs) have an essential role in Indonesia's economy and poverty alleviation. The obstacle MSMEs face today is the lack of innovation in access to technology, marketing capital, and management. One of the advantages of the village is that it has a professional community, but this cannot be separated from the extension of the village government to improve the quality of community management by empowering the skills of the village community. This study aims to reveal community empowerment activities to enhance product quality and welfare through the Siger Bori Joint Business Group (KUBE) in Labuhan Ratu Village, Kedaton District, and Bandar Lampung City. The type of research used is field research with a qualitative, descriptive approach. Data is sourced from primary and secondary sources, with data collection techniques, interviews, observations, documentation, and data analysis including data education, data presentation, data validity, and conclusions. The technique of testing the data's reality is a triangulation technique. The study results showed that Bori's empowerment activities began with activity socialization, training, coaching, and mentoring stages. After the training program for KUBE Siger Bori members, developments and changes began to be seen in the quality of already better products. In addition, there is a change in the increase in income in the family. The income earned can be used to meet his family's needs.

**Keywords:** *Community Empowerment; Improving Product Quality; Community Welfare.*

### **Abstrak**

Usaha mikro kecil menengah (UMKM) mempunyai andil yang penting dalam perekonomian dan pengentasan kemiskinan yang ada di Indonesia. Kendala yang dihadapi UMKM saat ini adalah kurangnya inovasi akses permodalan pemasaran teknologi dan manajemen. Salah satu keunggulan desa adalah memiliki masyarakat yang terampil, namun hal ini tidak lepas dari perpanjangan tangan Pemerintah Desa untuk meningkatkan kualitas masyarakat Manajemen pemberdayaan keterampilan masyarakat desa. Penelitian ini bertujuan untuk menggungkapkan kegiatan pemberdayaan masyarakat dalam rangka meningkatkan kualitas produk dan meningkatkan kesejahteraan melalui Kelompok Usaha Bersama (KUBE) Siger Bori di Kelurahan Labuhan Ratu, Kecamatan Kedaton, Kota Bandar Lampung. Jenis penelitian yang digunakan adalah *field research* dengan pendekatan deskriptif kualitatif. Data yang bersumber dari data primer dan data sekunder, dengan Teknik pengumpulan data interview, observasi, dokumentasi, serta analisis data dengan reduksi data, penyajian data, keabsahan data dan kesimpulan. Teknik menguji keabsahan data yang dilakukan adalah teknik triangulasi. Hasil Penelitian menunjukkan kegiatan pemberdayaan Bori dimulai dengan tahapan Sosialisasi Kegiatan, pelatihan, Pembinaan dan Pendampingan. Perkembangan dan perubahan setelah dilakukan program pelatihan terhadap anggota KUBE Siger Bori mulai terlihat dari kualitas produk yang sudah lebih baik dari sebelumnya. Selain itu, terdapat perubahan peningkatan pendapatan dalam keluarga. Penghasilan yang diperoleh dapat digunakan untuk memenuhi kebutuhan yang keluarganya perlukan.

**Kata Kunci:** *Pemberdayaan Masyarakat; Peningkatan Kualitas Produk; Kesejahteraan Masyarakat.*

## A. Introduction

Local Social welfare development efforts are the responsibility of the government and society<sup>1</sup>. The government has a central role in social implementation because the government has the obligation and responsibility to fulfil the community's fundamental rights<sup>2</sup>. The existence of micro, small and medium enterprises (MSMEs), the most significant part of the national economy, is an indicator of the level of community participation in various sectors of economic activity<sup>3</sup>. So far, MSMEs have proven reliable in crisis security by creating job opportunities<sup>4</sup>. The added value of success in improving the ability of MSMEs means strengthening the community's economic business<sup>5</sup>. This can help speed up the process of national economic recovery and, at the same time, a source of real support for local governments in implementing government autonomy<sup>6</sup>. The development of MSMEs can expand employment opportunities and take advantage

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<sup>1</sup> Anwasha Dutta and Harry W Fischer, "The Local Governance of COVID-19: Disease Prevention and Social Security in Rural India," *World Development* 138 (2021): 105234.

<sup>2</sup> Chian-Woei Shyu, "A Framework for 'Right to Energy' to Meet UN SDG7: Policy Implications to Meet Basic Human Energy Needs, Eradicate Energy Poverty, Enhance Energy Justice, and Uphold Energy Democracy," *Energy Research & Social Science* 79 (2021): 102199.

<sup>3</sup> Agoes Djatmiko and Elisabeth Pudyastiwi, "Obstacles And Challenges Of Indonesia's Micro, Small And Medium Enterprises (UMKM) In Facing The Covid-19 Pandemic," *Jurnal Pendidikan Kewarganegaraan Undiksha* 8, no. 3 (2020): 117–23.

<sup>4</sup> Alexandros Psychogios et al., "Many Hands Lighter Work? Deciphering the Relationship between Adverse Working Conditions and Organization Citizenship Behaviours in Small and Medium-sized Enterprises during a Severe Economic Crisis," *British Journal of Management* 30, no. 3 (2019): 519–37.

<sup>5</sup> Bambang Subiyakto et al., "Community Economic Empowerment Through The Existence of Thematic Village," *The Innovation of Social Studies Journal* 4, no. 1 (2022): 1–10.

<sup>6</sup> Yunji Kim and Mildred E Warner, "Pragmatic Municipalism or Austerity Urbanism? Understanding Local Government Responses to Fiscal Stress," *Local Government Studies* 47, no. 2 (2021): 234–52.

of natural and human resources' potential to increase a country's economic growth<sup>7</sup>.

Empowerment can be interpreted as an effort to improve the ability of the community (poor, marginalized, marginalized) to express their opinions and or needs, their choices, participate, negotiate, influence and manage the institutions of their communities responsibly for the improvement of their lives<sup>8</sup>. The primary approach to empowerment is that the community is not made the object of various development projects but is the subject of its development efforts<sup>9</sup>.

The fundamental problems confronting small businesses and capital-related businesses are access to marketing and limited information<sup>10</sup>. In order to make it easier for small businesses to run a business so that it runs smoothly, a group or organization is formed, which is commonly called the Joint Business Group (KUBE) Siger Bori. The Siger Bori Joint Business Group is a collaborative business group in collaboration with the Bandar Lampung City Cooperatives and MSMEs Office. This group helps the community in Labuhan Ratu Village to be able to empower the community or homemakers with minimal economic criteria.

KUBE Siger Bori has a management structure in the implementation of activities such as the chairman, treasurer and secretary as administrators of the Siger bori Joint Business Group, and community members who are members of the collaborative

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<sup>7</sup> Batara Surya et al., "Economic Growth, Increasing Productivity of SMEs, and Open Innovation," *Journal of Open Innovation: Technology, Market, and Complexity* 7, no. 1 (2021): 20.

<sup>8</sup> Marta Schaaf and Jashodhara Dasgupta, "'Our Fear Is Finished,' but Nothing Changes: Efforts of Marginalized Women to Foment State Accountability for Maternal Health Care in a Context of Low State Capacity," *BMC Public Health* 19 (2019): 1–15.

<sup>9</sup> Majid Rahnema, "Participation," in *The Applied Theatre Reader* (Routledge, 2020), 143–49.

<sup>10</sup> Dahliah Dahliah, "The Role of Cooperatives for Trade, Industry, Mining, and Energy Office in Empowering SME," *Golden Ratio of Marketing and Applied Psychology of Business* 2, no. 2 (2022): 130–46.

business group singer bori and accompanied by one facilitator. The number of management and members who joined was 31 people.

Various activities have been carried out to empower KUBE Siger Bori. The empowerment carried out by KUBE Siger Bori for the welfare of its members by providing training, coaching and mentoring so that these members who did not have the skills and knowledge from the beginning now their knowledge and skills have increased. The knowledge and skills provided are related to handicraft skills by producing Muslimah clothes using *eco-print* techniques.

Faktor inhibits Members from producing *eco prints*, namely producing *eco prints*. First, the difficulty regarding the colouring and shape of the fabric has the potential to be broken and irregular. Second, there is still limited potential, such as castor foliage used as raw materials for raw materials. Currently, there are no castor leaves in the Labuan ratu village, so people need to look for these raw materials outside.

Research on community empowerment through Joint Business Group has been carried out by Yulianah with the theme "Empowering Fishermen's Families through the Joint Business Group (KUBE) Program in Maccini Baji Village, Pundata Baji Village, Labakkang District, Pangkep Regency". The focus of empowerment in this research is fishermen's groups. The result of this research is that the joint business group program is a medium for economic improvement, a medium of learning to gain knowledge and skills to absorb labour in reducing unemployment<sup>11</sup>.

In addition, another research was conducted by Syamsyiah with the theme "Community Economic Empowerment through KUBE (Joint Business Group) Alkesa Lestari RW.003 Cipedak Jagakarsa South Jakarta", this research focuses on the process of community economic empowerment as the process of previously incapacitated communities, through economic empowerment

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<sup>11</sup> Yulianah Yulianah, "Pemberdayaan Keluarga Nelayan Melalui Program Kelompok Usaha Bersama (KUBE) Di Kampung Maccini Baji Kelurahan Pundata Baji Kecamatan Labakkang Kabupaten Pangkep" (Universitas Islam Negeri Alauddin Makassar, 2016).

programs they become capable, the community also looks innovative in their business fields<sup>12</sup>.

Meanwhile, this research is about improving the Quality of Product and Community Welfare through Eco-print Empowerment. The problem is the state of society with a low economic level due to a lack of knowledge, material capital and social capital, as well as a lack of optimization in the marketing field. From the previous research above, with locations and problems that are not the same, it can be concluded that the research on Improving Product Quality And Community Welfare Through Empowering *Eco-Print* Business Groups In Bandar Lampung is still worthy of research and review with different locations and problems. Therefore, this research was conducted to find out and describe these community empowerment activities.

## **B. Method**

The research design for this study is descriptive qualitative, where data is obtained from in-depth interviews. According to Mohajan, Qualitative descriptive research is a study that examines human groups, objects, conditions, and systems of thought today so that researchers can make a systematic picture<sup>13</sup>. According to Kim, et.al. in, qualitative descriptive research aims to collect information on a specific situation and condition and then explain it as a report. This research uses a qualitative approach<sup>14</sup>. This research describes the events that occur in society, reveals existing data and provides analysis to obtain clarity and truth to the problems faced.

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<sup>12</sup> Nur Syamsiyah, "Pemberdayaan Ekonomi Masyarakat Melalui Kube (Kelompok Usaha Bersama) Alkesa Lestari Rw. 003 Cipedak Jagakarsa Jakarta Selatan" (UIN Syarif Hidayatullah Jakarta: Fakultas Ilmu Dakwah dan Ilmu Komunikasi, 2017, 2017).

<sup>13</sup> Haradhan Kumar Mohajan, "Qualitative Research Methodology in Social Sciences and Related Subjects," *Journal of Economic Development, Environment and People* 7, no. 1 (2018): 23–48.

<sup>14</sup> Hyejin Kim, Justine S Sefcik, and Christine Bradway, "Characteristics of Qualitative Descriptive Studies: A Systematic Review," *Research in Nursing & Health* 40, no. 1 (2017): 23–42.

This research was conducted in Labuhan Ratu Village, Kedaton District, Bandar Lampung City, against the Sigerbori Joint Business Group (KUBE). The data sources obtained are primary and secondary. The data sourced from preliminary data are Women who are members of KUBE Sigerbori, as well as the organizers, namely KUBE Sigerbori Facilitators, Labuhan Ratu Village, Kedaton District, Bandar Lampung City. The secondary data obtained are photos of activities and books related to the Empowerment of the Sigerbori Joint Business Group (KUBE).

Data collection techniques used are interviews, observations, and documentation. Data analysis was carried out with Miles and Huberman's model : collecting data, data education, data presentation, data validity and conclusions This study uses triangulation to test the validity of the data. ollecting data, data education, data presentation, data validity and conclusions. This study uses triangulation to test the validity of the data. Data triangulation is the triangulation of techniques and sources through examining interview notes, field notes, questionnaires, and documentation records from various data sources<sup>15</sup>.

The procedure for conducting this research is (1) Reading and studying the data that has been obtained from the interview process, observation, documentation and field notes, marking keywords and ideas in the data, (2) Studying the data then sorting and testing (3) Collecting, sorting, and classifying them into each theme, (4) Thinking, by making the data category have meaning, looking for and finding patterns and relationships and making general findings, (5) At the final stage in this study is to make conclusions using inductive thinking.

## **C. Discussion**

### **1. Implementation of Empowerment of Siger Bori Joint Business Group**

KUBE Siger Bori empowerment begins with the stages of Activity Socialization, training, Coaching and Mentoring. Things

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<sup>15</sup> Matthew B Miles and A Michael Huberman, *Qualitative Data Analysis: An Expanded Sourcebook* (sage, 1994).

that need to be prepared before the implementation of the KUBE Siger Bori activities in member welfare have three stages, namely:

**a. Preparation**

There are three stages in preparation: socialization, meetings with the community and preparing raw materials<sup>16</sup>. Socialization is carried out to the community so that the community understands that this activity can be a program that can educate the community, especially women in business independence<sup>17</sup>. The socialization stage process carried out by KUBE Siger Bori provides direction and capacity strengthening to the community related to implementing eco-print activities in Labuhan Ratu Bandar Lampung Village. Then the participants of this training were attended by 31 training participants consisting of homemakers and facilitators. This socialization aims to provide awareness to the community, providing education related to Ecoprint activities.

The second stage is to hold a meeting with the community. Regular group meetings are held at the beginning of each month at the KUBE Siger in Labuhan Ratu Bandar Lampung Village. This regular meeting every month has a positive impact because they exchange information with each other every time they hold the meeting. In addition to that, KUBE Facilitator Siger Bori plays a role in providing essential information that community members can utilize.

The third stage is preparing raw materials. Implementing activities requires raw materials to produce eco prints, namely, leaves used as one of the eco print handicrafts, tools in creating eco prints and fabrics with natural fibres such as cotton, silk, or canvas. The leaves used in the activities of the KUBE Siger Bori use castor leaves.

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<sup>16</sup> Olivier P Gosselain and Alexandre Livingstone Smith, "The Source: Clay Selection and Processing Practices in Sub-Saharan Africa," *Pottery Manufacturing Processes: Reconstruction and Interpretation* 1349 (2005): 33–47.

<sup>17</sup> Heather Thiry and Sandra L Laursen, "The Role of Student-Advisor Interactions in Apprenticing Undergraduate Researchers into a Scientific Community of Practice," *Journal of Science Education and Technology* 20 (2011): 771–84.



### **b. Training**

Training by making Eco prints using natural-based pattern techniques<sup>18</sup>. The material presented was related to Digital Marketing so that training participants could build a mindset that digital marketing could be used as a medium in marketing a product, after that the training participants were given knowledge about techniques in making the eco print using natural materials so that later when practising in making an eco print it would not break, meaning that the eco print was a fabric that used leaf leaves and was pounded by a hammer that wood-based it doesn't break the result.

In the activities carried out by KUBE Siger Bori by providing an introduction to the tools used in making eco prints, what are the leaves specified in the process of making eco KUBE prints? As revealed by Tutik as Facilitator KSiger Bori, the existence of activities makes mothers who did not understand eco prints can develop well in terms of skills and knowledge in making Ecoprint handicrafts.

Based on the results of observations and interviews, in the implementation carried out by KUBE Facilitator Siger Bori, Labuhan Ratu Village, you can form skill and knowledge that aims to change the mindset or provide awareness to community members who are included in the training participants, activities to make eco prints with natural ingredients and still use traditional tools.

### **c. Coaching**

Coaching is an effort that needs to be done continuously and continuously<sup>19</sup>. Guidance is expected to support the community's

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<sup>18</sup> O B Konovalova and E M Yumashev, "3d Printing of Individual Shoes Using Natural Fibers," in *AIP Conference Proceedings*, vol. 2430 (AIP Publishing LLC, 2022), 90002.

<sup>19</sup> Camilla J Williams et al., "A Multi-Center Comparison of O2peak Trainability between Interval Training and Moderate Intensity Continuous Training," *Frontiers in Physiology* 10 (2019): 19.

economic resilience to realize community welfare<sup>20</sup>. The facilitator also explained to make eco-prints with natural ingredients such as leaves. The facilitator practices how to mash the leaves provided on the cloth so that it will be maximized later. First, we provide leaves, free to choose what leaves or plants, and then the leaves are cleaned and washed; after that, we give the cloth. Then everything has been prepared, and we mash it with a hammer and the leaves placed on the fabric; then it becomes an eco print that only uses natural basic materials.

This activity was carried out by KUBE Siger Bori, which consisted of homemakers who participated in this activity by making eco-print pattern techniques. Training participants here are trained until they develop in the field of knowledge, skills and creativity they have. With that, the mindset of the training participants developed the products produced using this eco-print technique, namely Muslim Clothing, Mukenah, Slem pang Bags, and Hijab.

According to Siti Mariah, Secretary of KUBE Siger Bori, the guidance carried out by KUBE Siger Bori aims to help the community. Especially mothers who have no other jobs besides households, so there are activities outside the home that benefit the community to develop potential in Ecoprint handicrafts.

#### **d. Mentoring**

The main objective of business mentoring is the "independence" of mentoring carried out in order to control the development of the existence of training and coaching<sup>21</sup>. Service in implementing eco print activities by forming a group to change the training participants' mindset and increase the trainees' independence by Mrs Tutik Agustina, KUBE facilitator Siger Bori.

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<sup>20</sup> Thomas Ahrens and Laurence Ferry, "Financial Resilience of English Local Government in the Aftermath of COVID-19," *Journal of Public Budgeting, Accounting & Financial Management* 32, no. 5 (2020): 813–23.

<sup>21</sup> Sylvia Heeneman and Willem de Grave, "Development and Initial Validation of a Dual-Purpose Questionnaire Capturing Mentors' and Mentees' Perceptions and Expectations of the Mentoring Process," *BMC Medical Education* 19, no. 1 (2019): 1–13.

The assistance provided by KUBE Siger Bori only supervises and facilitates according to the needs of the training participants so that later these training participants can develop well by increasing creativity and ability in making eco prints.

The facilitator carries out this assistance; the training participants are always accompanied and supervised by the facilitator so that later these activities can run effectively. Those involved in implementing the empowerment of KUBE members are Siger Bori and Mrs Tutik as a facilitator.

## **2. Improving Product Quality and Community Welfare**

Although it only prints leaves, eco print is not as easy as plagiarising leaves in a fabric<sup>22</sup>. Not all materials can be used, especially fabrics that can be made for eco-print<sup>23</sup>. So a good fabric for eco print is a fabric with easily absorbent properties, such as cotton, silk or canvas<sup>24</sup>. Here's the Ecoprint Manufacturing Process:

### **a. Scouring on New Fabrics**

In the first stage, we should carry out a scouring of new fabrics from the store. Scouring is the process of cleaning or removing the remnants of dirt from the material.

### **b. Mordanting Fabric**

This is the second step. Mordanting aims to open pores on fabric fibres so that dyes from plants will be easily absorbed/attached to the fabric. At this stage of Mordanting, it must be significantly considered because it can cause an

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<sup>22</sup> Putri Lestari and Asri Wibawa Sakti, "Application of Alum Fixator for Eco Print Batik Making Using a Pounding Technique in Fine Arts Learning in Junior High School," *ASEAN Journal of Science and Engineering* 2, no. 2 (2021): 167–72.

<sup>23</sup> Tri Mardiana, A Y N Warsiki, and Suchyo Heriningsih, "Community Development Training with Eco-Print Training Wukirsari Village, Sleman District, Indonesia," *International Journal of Computer Networks and Communications Security* 8, no. 4 (2020): 32–36.

<sup>24</sup> R D Maulina, S Nurmasitah, and A Damayanti, "The Use of Siam Weed (*Eupatorium Odoratum* L.) as Natural Dye in Eco-Print with Pounding Technique," in *IOP Conference Series: Earth and Environmental Science*, vol. 969 (IOP Publishing, 2022), 12042.

unsuccessful colouring process in the material. Then this mordanting should be done carefully, accurately and not too quickly so that the colours to be produced are more stable.



Figure 1. Fabric Mordanting Process

### **c. Printing Process**

The printing process uses leaves such as castor leaves, teak, kenikir, truja, or landing leaves. But KUBE Siger Bori usually uses castor leaves. The leaves can be used immediately without having to treat their leaves. For other leaves, treatment must sometimes be done first because otherwise, traces of leaves are not visible.

In the third stage, stretch the plastic the size of a fabric or a little wider. Then spread the acidic material in wet conditions. If it is dry, dip it in water for a while and then squeeze until no water drips anymore.

After that, arrange leaves on the surface of the fabric. There are no rules to set the leaves according to the creativity you want to make. Try to put it, so no one accumulates. Because if something gets, then traces of leaves are not visible.



Figure 2. Ecoprint Process

#### **d. Fabric mashing process**

Then when it was laid out, it was beaten using a hammer. Beat the fabric material that has been arranged leaves to remove the colour pigment, in the strength of hitting must be controlled so that the arranged leaves do not crumble; the flatter the blows made, the better the colour produced will be after beating than the fabric is folded into smaller parts while maintaining the position of the leaves so that they are not shifted. The folded fabric is tied with a knur rope, after folding and tied up firmly and neatly so that the leaves stick perfectly to the material. Then the rolled cloth was steamed for 2 hours. After cooling, it is just opened and then aerated to dry.



Figure 3. Fabric Mashing Process

#### **e. Fixation Process**

The last stage of making this eco print to bind the motifs and colors that have been printed on the fabric must have been in a dry state for at least 5 days, then the material is rinsed with clean water, then dried to dry.



Figure 4. The Process of Drying Fabrics From Steamed

The development of KUBE Siger Bori often holds a plan in the form of direct practical training in the manufacture of *eco-print* products *slowly developing*; this training is followed by members of KUBE Siger Bori so that the obstacles and obstacles in product manufacturing that occur in KUBE Siger Bori can be resolved. After the training program for KUBE Siger Bori members, developments and changes began to be seen in the quality of their products. It's been good than ever.

The KUBE Siger Bori products must be available if, at any time, there are consumers who want goods or products quickly. Products made by KUBE Siger Bori members are in stock and displayed at Kube chairman Siger Bori's house so that consumers can easily transact and see the products produced by KUBE Siger Bori. Generally, the products that consumers seek are Muslim clothing products and soft bags.

The marketing of Sharia products, such as Muslim women's clothing and prayer cloth, began to develop well and stably, and the development slowly began to increase. KUBE Siger Bori has no turnover of funds because all tools and materials are available. Hence, there is no significant expenditure on KUBE Siger Bori products.

In improving product quality, of course, they must innovate so that consumers feel satisfied with the products they buy and are determined by a set of uses and functions, including durability, non-dependence on other products, comfort, and external forms (colour, shape, packaging and so on). So if you want excellent and reliable quality, you must provide greater consumer satisfaction because consumers have several alternative product choices by adjusting to current trends.

From the results of this study, the quality of KUBE Siger Bori products, the quality of the products carried out is by using good performance, reliability, suitability, durability, and service. So on, this is by the quality of the product, namely as it has carried out its function. In addition to having a good effect, KUBE Siger Bori also rechecks to minimize product defects to see that the product is ready to be marketed.

From the quality of the products provided, consumers here can touch the product directly to find out the quality of the actual product. And the products produced by KUBE Siger Bori adjust consumers' wants and needs for current trends to follow the updated *fashion* so that consumers feel satisfied and interested in repurchasing. From the quality of the products that have been implemented, it can be seen that the goods can be said to be of high quality because the products at KUBE Siger Bori itself have implemented standards for measuring product quality so as not to disappoint consumers.

Based on the study results, consumers are satisfied with the quality of the products that KUBE has provided, but some consumers are dissatisfied with KUBE Siger Bori. However, this dissatisfaction is not caused by poor product quality but is caused by the policy of KUBE Siger Bori, which has stipulated that goods that have been purchased cannot be returned; this is what drives consumers to feel dissatisfied with KUBE Siger Bori. However, this does not eliminate the sense of consumer confidence in the quality of KUBE Siger Bori products. However, from several sources met by researchers, it was explained that the form of consumer trust in KUBE Siger Bori is to recommend KUBE Siger Bori products to friends or closest friends; this indirectly consumers to promote KUBE Siger Bori products.

By looking at the quality of the products listed on Kube Siger Bori, it seems clear like the mission of KUBE Siger Bori is to try optimally to produce good quality goods. KUBE Siger Bori must continue to evolve and survive through varied and innovative new designs to meet consumer desires. By continuously improving product quality, KUBE Siger Bori has indirectly maintained the trust of consumers themselves.

Several indicators to measure the effectiveness of the Joint Business Group, the first is the determination of the target, namely whether the Joint Business Group program is right on target, judging from the members who join the Joint Business Group, namely members who still have low incomes, the second is the socialization of programs carried out by the government towards

the joint business group, the third is the program objectives related to the extent of the program's tangible results with the aim of which has been previously established, and the fourth is monitoring the program as an activity carried out after the program's existence as a form of attention to the program.

The existence of this joint business group program, managers and members can improve the welfare of their lives and also their families. The existence of the KUBE Siger Bori program opens up new jobs for respondents who do not have jobs or whose expectations are odd jobs. It can be concluded that the role of the KUBE Siger Bori program is very much felt by respondents because with this program, respondents' welfare conditions are much better. In addition to improving the welfare of respondents, the good impact of this program is a sense of solidarity that also increases, a sense of mutual help and a tighter bond of brotherhood.

Quality of life and family well-being are two interrelated things<sup>25</sup>. Realizing family welfare is difficult if he does not have a good quality of life, awareness and willingness to strive<sup>26</sup>. Through this Joint Business Group program, each member gains knowledge that can be used in competing in the world of work to get a place to work as a source of income. The income they earn, can be used to meet the needs that their family needs— starting from primary conditions to secondary markets. The fulfilment of the daily requirements of each member's everyday life is a repulsion of your level of family welfare.

Siger Bori's joint business group program aims to empower the people of Labuhan Ratu village who participated in the collaborative business group with Siger Bori, homemakers who had

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<sup>25</sup> Yuta Suzuki et al., "Physical Activity Changes and Its Risk Factors among Community-Dwelling Japanese Older Adults during the COVID-19 Epidemic: Associations with Subjective Well-Being and Health-Related Quality of Life," *International Journal of Environmental Research and Public Health* 17, no. 18 (2020): 6591.

<sup>26</sup> Jessica Hemberg and Elisabeth Bergdahl, "Ethical Sensitivity and Perceptiveness in Palliative Home Care through Co-Creation," *Nursing Ethics* 27, no. 2 (2020): 446–60.



no other activities besides work at home, mothers who participated in the collaborative business group Siger Bori previously did not understand about Ecoprint handicrafts. After following the training process and practising the Ecoprint, it produces increased development and generates income from the results produced so that it helps to add to household needs. Mothers who participated in the activities of the joint business group Siger Bori felt the welfare of the members that had been given to the common business group Siger Bori.

It can be known that confidence and willingness to learn that exists in himself can bring him an income that can be used to meet his family's needs at home. With the results, they get, they can ease the burden on their husbands in meeting the needs of their families. This income is used to buy daily necessities.

So the perceived welfare of members with KUBE Siger Bori members before and after the existence of KUBE Siger Bori there are changes such as knowledge, skills in handicrafts, and improving the economy of the family. This was proved after the existence of KUBE Siger Bori for influential members.

#### **D. Conclusions**

The Siger Bori Joint Business Group (KUBE) empowerment begins with the stages of Activity Socialization, training, Coaching and Mentoring. The development and changes after the training program for KUBE Siger Bori members began to be seen in the quality of the product, which was better than before. Consumers can touch the product directly to find out the quality of the actual product. The products produced by KUBE Siger Bori as much as possible adjust consumers' desires and needs for current trends to follow the updated *fashion* so that consumers feel satisfied and interested in the repurchase. Welfare Improvement after the training program for KUBE Siger Bori members can be seen from the achievement of 2 indicators. *First*, regarding the improvement of knowledge and skills. The formation of KUBE Siger Bori can add skills in carrying out the Ecoprint process, which was previously constrained regarding learning, and existing potentials such as distance leaves—second, Improving the quality of life and

family well-being. The welfare of members felt before, and after the existence of KUBE Siger Bori, there was a change in the increase in income in the family. The income they earn can be used to meet their family's needs—starting from primary conditions to secondary markets. The fulfilment of the daily requirements of each member's everyday life is a repulsion of your level of family welfare.

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