

## Empowerment of Women's Culinary Business in Persit Kartika Chandra Kirana organization, Yogyakarta

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### ABSTRACT

This community service aims to empower Persit member mothers in improving their economic welfare. Cooking training was chosen as the approach in this program because it has the potential to provide better cooking skills as well as the opportunity to generate additional income through selling food. In this program, Persit women are given cooking technique training which includes choosing the right food ingredients, good cooking techniques, and a variety of healthy menus. In addition, they are also given knowledge about business management, marketing, and financial management. Through intensive mentoring, Persit member mothers are given support and guidance in developing their culinary business. This mentoring program has significant benefits.

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## **INTRODUCTION**

Several literatures emphasize that entrepreneurship is one of the main aspects in improving a community's economy (Sergi et al. 2019; Stoica et al. 2020). Several other literatures focus on entrepreneurship in women (Sajjad et al. 2020; Hechavarria et al. 2019; Ogundana et al. 2021). Women's entrepreneurship encourages gender equality (Hassan & Naz, 2020; Raman et al. 2022). In several literatures it is proven that women also have the ability to build businesses and develop them (Rosca et al. 2020). On the other hand, several literatures also encourage equal opportunities provided by the government for both male and female entrepreneurs (Kong & Kim, 2022). Therefore, women entrepreneurship is a topic that is still relevant to be discussed recently (Shaikh et al. 2021). In Indonesia, women's entrepreneurship is developing quite well (Rafiki & Nasution, 2019; Hendratmi et al. 2022). There are many business groups or traders' associations, especially MSMEs, whose members are dominated by women (Cakranegara et al. 2022; Reza et al. 2020). This shows that women entrepreneurship has great potential to develop in Indonesia. One of the women's organizations that has a high entrepreneurial spirit is the Persit Kartika Chandra Kirana organization LIX Yonif Mekanis 403 Yogyakarta Branch. The Persit organization has an important role in supporting and encouraging the welfare of soldiers' families, including mothers who are an integral part of the military community.

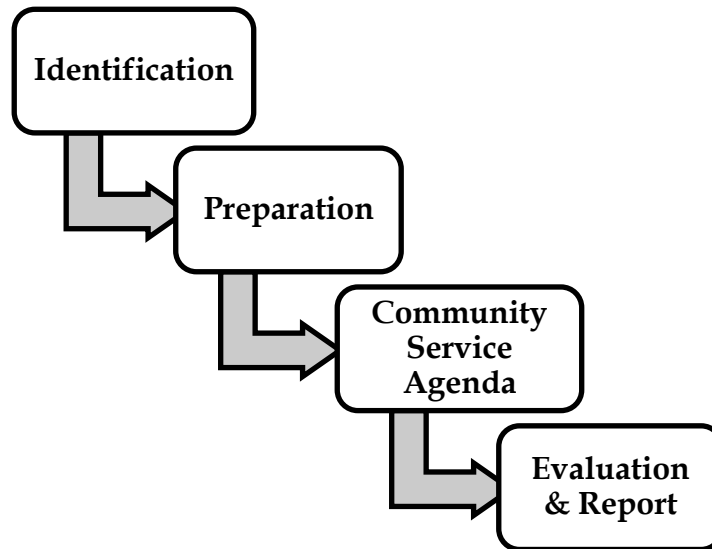
This service seeks to encourage economic improvement for mothers who are members of the Persit Kartika Chandra Kirana Organization, Branch LIX Mechanical Yonif 403 Yogyakarta, a community service activity that aims to empower mothers who are members of Persit to improve their economic welfare. In this context, cooking classes were chosen as an effective approach in the mentoring program. Cooking classes have great potential to provide the skills and knowledge necessary for Persit member mothers to develop their culinary businesses and generate additional income. In many cases, Persit member mothers may face economic challenges in living their daily lives. Financial constraints can be an obstacle for them in developing their potential and obtaining better economic sufficiency (Dalimunthe et al., 2022). Therefore, assistance for economic improvement becomes relevant and important to provide them with the skills and knowledge needed to generate additional income or start an independent business. Assistance for economic improvement through cooking training is an important activity to provide them with the skills and knowledge needed to generate additional income or start an independent business in the culinary field.

Assistance for economic improvement can cover various aspects, such as developing business skills, entrepreneurship training, financial management, access to resources and capital, as well as assistance in starting and running a business (Kusdiyanti & Agustin, 2014). Thus, Persit member mothers will have the opportunity to develop small businesses, increase family income, and reduce dependence on the sole income of their partners. Cooking training not only provides technical skills in cooking delicious food, but also involves aspects of business management, marketing and financial management. Based on previous research, participants' interest in entrepreneurship in culinary training activities will increase in line with increasing knowledge and skills after attending the training (Al Fitri et al. 2014). Persit member mothers will gain an understanding of how to manage their culinary business effectively, market their products, and manage finances well. This will give them a strong basis for developing a profitable and sustainable culinary business.

Assistance for economic improvement also has the potential to have a positive social impact for Persit member mothers. By gaining economic skills and knowledge, Persit member mothers can become inspiring examples for members of the community around them. This can encourage broader women's empowerment, strengthen women's role in local economic development, and encourage economic independence at the family and community level (Karwati et al. 2018). Through cooking training, this economic improvement assistance program not only provides direct economic benefits for Persit member mothers, but also gives them the opportunity to develop skills that can be used for life. In doing so, they can improve their families' quality of life, reduce dependence on a single income, and become agents of change in their communities.

## **IMPLEMENTATION AND METHODS**

The implementation of economic improvement assistance activities for mothers who are members of the Persit Kartika Chandra Kirana organization LIX Mechanized Battalion 403 Yogyakarta was held on May 11 2023 from 08.00 to 15.00 WIB and was attended by 20 women from Persit members. The implementation of community service activities is structured into several stages as in figure 1.



**Figure 1. Step of Community Service**

- a. Identification  
The service team will start by conducting surveys and interviews with Persit members to identify the needs, potential and skills that the member mothers already have. By understanding their background and expectations, programs can be designed more appropriately.
- b. Preparation  
Based on the results of identifying needs, the team will arrange a series of relevant training and workshops. The team decided to provide training in making dry cakes and batik cakes as the main activity in the training and cooking assistance activities for Persit member mothers.
- c. Community Service Agenda  
The mentoring activity began with the delivery of material by resource person Dewi Kania, S.H., MM. who is a pastry lecturer at the Bandung Culinary Academy. The resource person presented the material effectively, while involving participants to actively participate (Figure 2). After the presentation of the material was complete, the activity continued by asking the participants to assist them in making dry cakes (Figures 3 and 4). After the dry cakes were made, participants were again asked to make batik sponge cakes (Figure 5, 6).
- d. Evaluation and Report  
Cakes made by Persit member mothers were presented on a display table, then received assessment and development direction by the resource persons (Figure 7). The best processed cakes that meet the appearance and taste criteria receive appreciation and further guidance. During and after program implementation, ongoing evaluation will be carried out to measure the program's impact on improving the economy and welfare of member mothers. Furthermore, the service process and the results of this community service will be reported in the form of a service report and published in a scientific journal.

## RESULTS AND DISCUSSION

Community service is a strong foundation in building and strengthening communities (Syahza, 2019). One example is the running of the program "Economic Improvement Assistance for Mothers of Members of the Persit Kartika Chandra Kirana Organization LIX Mechanized Battalion 403 Yogyakarta". This program is clear proof that mentoring and training in the economic sector can create a significant positive impact on the welfare of community members, especially mothers who are Persit members. This program implements various carefully planned steps, starting from needs identification to final evaluation, to ensure optimal results. One of the main keys to the success of this program is a participatory and empowerment-based approach. The member mothers are involved in the planning and implementation process of the program, so that they feel responsible and committed to its success. It is proven that the training products selected are in accordance with the interests and needs of Persit member mothers. The training in making dry cakes and batik sponge cakes for the women of Persit Kartika Chandra Kirana Branch LIX Mechanical Battalion 403 Yogyakarta has produced a positive impact and empowered the participants. Through a series of intensive training, the participants succeeded in developing new skills in cooking pastries and batik sponge cake.

Cake making training is a good way to introduce various culinary skills to Persit mothers. Cake making training is carried out from simple to complex, so participants have the opportunity to learn from the basics to a higher level. By mastering baking techniques, they will have additional skills that can be applied in their daily lives. Cake making training can also serve as a platform to strengthen social relations and solidarity among Persit members. When mothers gather to learn cake making, they have the opportunity to interact, exchange experiences, and build deeper relationships (Guspri & Mariani, 2022). This can help strengthen the Persit community as a whole.



**Figure 2. Exposure and Training Practice**

The training participants succeeded in learning the basic techniques in making dry cakes and batik sponge cakes, including preparation of ingredients, mixing, steaming and baking processes. They also gain an in-depth understanding of recipe variations and decoration techniques that can enrich their products. During the training, participants are given the opportunity to practice directly under the guidance of expert instructors.



**Figure 3. Dry Cake Oven**

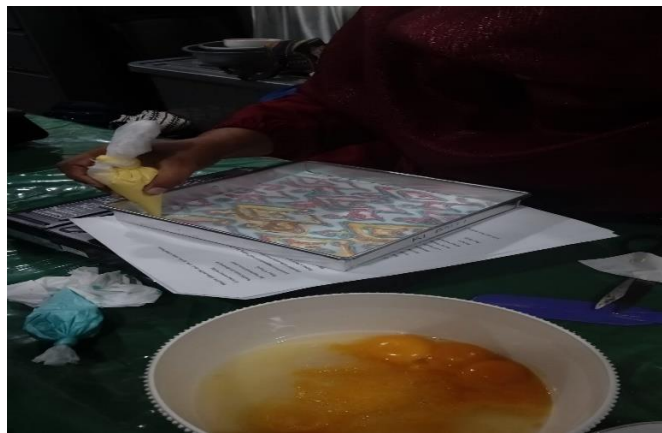


**Figure 4. Finished Cookies**

This training succeeded in improving the participants' culinary skills in making dry cakes and batik sponge cake. Participants not only understand the technical steps, but can also apply them with confidence. They can create various variants of pastries with greater creativity, and produce batik cakes that have an attractive texture and appearance.



**Figure 5. Making batik patterns on sponge cakes**



**Figure 6. Batik variations on sponge cake**

Through this training, participants are assisted in producing culinary products that can be sold. This opens up opportunities to increase personal income or even start a small business. Apart from being a personal skill, cake making training can also be a foundation for Persit mothers who want to start a small cake or catering business. They can develop this ability into an additional source of income. Participants can take advantage of their new skills to face economic challenges. The participants' ability to produce quality batik pastry and sponge cake products increased their self-confidence. They feel proud of the results of their hard work and are ready to share the product with family, friends, or even sell it to the public. This training creates a collaborative environment among participants. They can share experiences, provide input, and solve problems together.



**Figure 7. Evaluate the results of mentoring**

## **CONCLUSIONS AND RECOMMENDATIONS**

The program "Economic Improvement Assistance for Mothers, Members of the Persit Kartika Chandra Kirana Organization, LIX Mechanized Battalion 403 Yogyakarta Branch" is a clear example of how economic assistance and training can create meaningful changes in the community. Through a participatory approach, relevant training, individual mentoring, and collaboration within business groups, this program has succeeded in improving the economic skills and welfare of member mothers. This success also reminds us of the importance of sustainable efforts to empower communities through community service programs that focus on their needs and potential. The development of this program can be directed to become a sustainable activity. Through this program, participants can form networks and communities that support each other. Apart from that, this program can be continued with training on how to sell products online, starting from creating sales platforms to digital marketing strategies. This will help participants to expand market reach and optimize the marketing of their products.

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