



## Workshop on Producing and Marketing Dishwashing Liquid

Nia Anggraini<sup>1\*</sup>, Muhammad Adrian<sup>2</sup>, R. Rudi Alhemp i<sup>3</sup>, Erfa Okta Lussianda<sup>4</sup>,  
Liga Febrina<sup>5</sup>, Muhammad Fahrozi<sup>6</sup>

<sup>1,3,4,5,6</sup>Universitas Persada Bunda Indonesia

<sup>2</sup>Universitas Muhammadiyah Jakarta

**Corresponding Author:** Nia Anggraini [niaanggraini0414@gmail.com](mailto:niaanggraini0414@gmail.com)

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### ABSTRACT

This community service aimed to empower housewives in Lembah Sari Rumbai Timur, Pekanbaru, by providing training on liquid dish soap production and marketing strategies. The program included counseling, hands-on training, discussions, and marketing guidance. A total of 35 participants attended the training on November 24, 2022, at the Al-Mukarramah Multi-purpose Hall. The methods employed helped participants gain practical skills in soap-making and marketing. The program successfully enhanced participants' economic potential, contributing to family welfare and providing a replicable model for other regions. The findings suggest that skill-based empowerment can improve economic conditions and create entrepreneurial opportunities for housewives

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## INTRODUCTION

Empowering housewives is a crucial strategy to enhance family welfare, as the skills gained through training and empowerment programs can help them contribute economically. For instance, an empowerment program in Tepas Village demonstrated that through *dasawisma* (women's group activities), housewives could improve family economies and welfare by managing household waste and creating value-added products (Azizah et al., 2022); (Efendi, 2023). Furthermore, research in Kebon Pedas District revealed that the development of MSME management practices could elevate community living standards, aligning with economic empowerment efforts (Hanafi, 2024); (Fadilah, 2024); (Handayani, 2024). This empowerment also positively impacts the knowledge and skills of housewives, contributing to poverty reduction and overall family welfare improvement (Anshar, 2020); (Telaumbanua & Nugraheni, 2018); (Wardani et al., 2022); (Winarsih, 2024). Thus, empowering housewives through training and skills development not only provides direct economic benefits but also strengthens their role in family decision-making (Rejeki & Yusup, 2020); (Setiawan et al., 2022); (Prayoga, 2023); (Khonitatillah, 2024).

The group of housewives in the Lembah Sari Rumbai Timur area of Pekanbaru City exemplifies the potential that can be empowered. Most of them have diverse educational backgrounds, ranging from junior high school graduates to university degree holders, yet their family economic conditions tend to be below average. Their mature age poses challenges in competing in the formal job market, while the cost of living continues to rise. Despite challenges, the potential for empowerment remains substantial, particularly through skill-training programs that can be conducted from home. The dish soap-making training program was chosen due to the high demand in the local market, especially from households and food businesses in the surrounding area. Additionally, the production process is simple, the raw materials are affordable (Wardani et al., 2022); (Sukri, 2023), and the marketing strategies taught will expand entrepreneurial opportunities for housewives (Sukri, 2023); (Mualim, 2024).

This program contributes to the enrichment of community economic empowerment theories by offering a practical skills-based approach that can be directly applied (Happy et al., 2021). Through participatory methods involving intensive training, hands-on practice, and guidance in marketing strategies, the program is expected to enhance family welfare in Lembah Sari Rumbai Timur while serving as a replicable empowerment model for other regions (Iswari, 2023); (Mahirun, 2023).

## IMPLEMENTATION AND METHODS

The methods employed in this community service activity include several approaches, namely:

1. **Counseling:** This activity aims to provide participants with knowledge about the process of making liquid dish soap, the stages of implementation, the benefits of the product, its quality, and packaging techniques. The materials also include an evaluation of participants' progress before and after the counseling session.

2. **Training and Demonstration:** The training involves a direct demonstration of the liquid dish soap-making process, followed by independent practice by the participants under the guidance of the implementation team.
3. **Discussion and Consultation:** Through discussion sessions, participants can ask questions, address challenges, and receive solutions related to the production process and business management strategies for dish soap.
4. **Product Marketing:** Participants are equipped with marketing tips, including methods to identify target markets, pricing strategies, distribution channels (such as social media and local businesses), and promotional techniques to expand product reach.
5. **Evaluation:** Evaluations are conducted through questionnaires to measure participants' understanding and the program's effectiveness, while also providing feedback for future improvements.

These methods are designed to enhance participants' skills in product creation and marketing, supporting their economic independence. The strategic targets of this community service activity are the residents of Pekanbaru City, particularly housewives and members of *majelis taklim* (Islamic study groups) in Lembah Sari Village, East Rumbai, Pekanbaru City. This community service activity was held on November 24, 2022. The training was attended by 35 participants and conducted over a single day at the Al-Mukarramah Multi-purpose Hall, Lembah Sari Village, East Rumbai, Pekanbaru City. The implementation team consisted of lecturers from STIE Persada Bunda Pekanbaru and the Accounting Program of Universitas Muhammadiyah Jakarta.

## RESULT AND DISCUSSION

Counseling is an effective method for providing knowledge to the community. In this activity, the materials presented include:

- Complete information about the process of making liquid dish soap, from raw materials to the final product;
- Detailed explanation of the steps involved in the liquid dish soap production process, allowing the community to understand the process systematically;
- Presentation of the benefits of the liquid dish soap product, including product quality, the softness experienced during use, and the advantages in the packaging process;
- Delivery of materials aimed at providing insights to the community about the importance of mastering this skill. Counseling also helps evaluate participants' knowledge development before and after the activity, ensuring the results have a maximal impact.

Training is conducted by providing a direct demonstration to the community. The liquid dish soap-making process is demonstrated to ensure that participants understand each step. Afterward, participants are given the opportunity to practice independently, with guidance from the implementation team, helping them gain more confidence in producing the product on their own.

Discussion and consultation sessions are conducted to reinforce participants' understanding of the materials presented. In these sessions, participants are given the opportunity to engage in dialogue with the program implementers, ask questions, and discuss any challenges they may face in the soap-making process. Through these discussions, participants also receive solutions to problems that may arise, as well as suggestions for improving their practices.

As an important part of the program, participants are provided with specific materials on tips and strategies for marketing the liquid dish soap they have produced. These materials include how to identify target markets, determine competitive pricing, select effective distribution channels (such as marketing via social media, community networks, or collaborations with food businesses), and promotional strategies to increase product visibility in the wider community.

To assess the success of the activity, an evaluation is conducted through the distribution of questionnaires to participants. This evaluation aims to determine the participants' level of understanding regarding the materials presented and to gather feedback on the implementation of the activity. The results of the evaluation can then be used as a basis to improve and refine similar programs in the future.



Figure 1. Initial Stage of Soap-making Practice

Overall, the results of this community service activity can be seen from the following aspects:

1. Achievement of Training Participant Target

The success in reaching the target number of training participants can be considered excellent. From the target of 35 participants, more than 35 people attended the training. This was supported by the local administration, which

played a role in the preparation, distribution of invitations, and provision of the venue.

## 2. Achievement of Training Objectives

The achievement of the training objectives can be considered good. The training participants successfully learned the proper techniques for soap-making according to the procedures.

## 3. Achievement of Planned Training Materials

The achievement of the planned training materials can also be considered good. Despite time constraints, all training materials were successfully delivered, including the process of making liquid dish soap and its marketing strategies.

## 4. Participants' Mastery of the Material

The participants' ability to master the material can be considered good. This was supported by the use of lecture and demonstration methods, which helped the participants understand the material presented by the speakers.

Overall, the liquid dish soap-making training is considered successful. This success is not only seen from the four components above but also from the high level of participant satisfaction, as evidenced by the fact that no participant left the event before it was finished, and everyone participated in the training until the end.



Figure 2. Final Stage of Soap-making Practice



Figure 3. Dishwashing Liquid Products Made by Training Participants

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions:

1. The training successfully provided participants with skills in liquid dish soap production and marketing strategies, helping them gain practical knowledge.
2. The training exceeded its target number of participants, reflecting strong community interest and support from the local administration.
3. The combination of counseling, hands-on practice, and discussion sessions proved effective in enhancing participants' skills and confidence.
4. Participants showed improvement in soap-making and marketing skills, with high engagement throughout the training.
5. The program empowered housewives with skills that can improve their economic conditions, leading to better family welfare.

### Implications for Future Implementation:

1. The program can be replicated in other regions with similar socio-economic conditions, offering a simple, accessible skill for empowerment.
2. Advanced marketing strategies and digital marketing training could further boost participants' business success.
3. Ongoing mentorship and business development programs would help participants sustain and grow their businesses.
4. Collaborations with local businesses and online platforms could increase product visibility and market reach.

5. Expanding the program to include other entrepreneurial skills could benefit the broader community, creating more opportunities for collective empowerment.

This community service activity successfully contributed to the economic empowerment of housewives, offering a model for sustainable local development.

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