

Optimization of Business Plan in Creating The Creativity of Home Business Actors in Aisyiyah Members

Nur Isna Inayati¹, Kurnia Ritma Dhanti², Ira Hapsari³

^{1,3}Accounting Study Program, Faculty of Economics and Business

²Medical Laboratory Engineering Study Program, Faculty of Health Sciences

Universitas Muhammadiyah Purwokerto

Email: nurisnainayati@ump.ac.id

Abstract

The Indonesian nation, including Muslim women's movements such as Aisyiyah, is faced with the challenges of very complex problems and dynamics of social change. For example, the problem of poverty, and violence against women and children. There are several obstacles for women in increasing their business, including not understanding the business plan in doing business. As we know today technology continues to develop and telecommunications are increasingly innovating. With advances in the field of information and communication technology today, the world no longer knows boundaries, distance, space and time. The internet has had a great impact because it created a new paradigm in entrepreneurship and business. Community Service Activities the Science and Technology Program for the Community with the title "Optimizing Business Plans in Creating Creativity for Home Business Actors in Aisyiyah Members" in Banyumas Regency has been carried out smoothly and well. The participants of the socialization were able to receive the socialization that was delivered well, was active and as expected. There is interest from participants to know more so that later it is hoped that it will increase the creativity and understanding of participants in doing business.

Keywords: Business Plan, Mentoring, Creativity, Aisyiyah.

1. INTRODUCTION

Currently, the Indonesian nation, including the Muslim women's movement such as Aisyiyah, are faced with very complex challenges and dynamics of social change. For example, the problems of poverty, low quality of health status, violence against women and children, human trafficking, drugs, online prostitution, and social vulnerability. Other problems, he continued, are global issues related to human rights, environmental damage, regional conflicts, economic and cultural geopolitical changes, life orientations that are all materialistic, hedonistic, pragmatic, permissive.

The Aisyiyah organization is a Persyarikatan women's organization from Muhammadiyah, is an Islamic movement and preaches amar makruf nahi munkar, which is based on Islam. Aisyiyah was founded in Yogyakarta on April 22 1917 and was officially declared on May 19 1917. The establishment of Aisyiyah's organization cannot be separated from the history of the organization that oversees it. The founder of Muhammadiyah himself was very concerned about fostering women. Aisyiyah fought for the rights and roles of women and raised the status of women. Aisyiyah is a progressive women's movement which has become an Islamic organization that survives and becomes a force. She saw that the thing that grew the strength and resilience of women's movements like Aisyiyah was having faith, sharia, and morals.

In this difficult pandemic situation, 'Aisyiyah continues to run the wheels of the organization with full sincerity, dedication, and sincerity in preaching to carry out the mission of enlightenment and rahmatan lil alamin in all aspects of life (Muhammadiyah, 2021) One of the mandates of the President of the Republic of Indonesia, Joko Widodo to The Minister of Women's Empowerment and Child Protection, Bintang Puspayoga is increasing women's participation in the field of entrepreneurship. This is in line with one of the initiatives that have been carried out by the Ministry of Women's Empowerment and Child Protection (Kemen PPPA) in strengthening women's empowerment in the economic sector, one of which is through the Home Industry Development Model (IR) in 21 districts/cities which are pilot areas.) implementation (Kemenpppa, 2019).

Since 2016, the Ministry of PPPA has initiated an IR development model that targets women entrepreneurs at the micro or even ultra-micro level. Most of these business groups have not been touched by government programs, they generally carry out business production at home with simple equipment, are in poverty-stricken areas, and areas where Indonesian Migrant Workers (PMI) are sent," said Assistant Deputy for Economic Gender Equality, M. Ihsan in his remarks at the opening of the 2019 Home Industry Development Workshop (IR) today.

Ihsan said that the economic empowerment of women in micro or ultra micro business groups is very strategic. If all parties have the same commitment to properly and truly empower them, then the contribution that can be made is enormous for the growth and progress of the nation's economy. Given the large number of female IR actors in Indonesia. "For 3 (three) years the Ministry of PPPA has pioneered an IR development model in 21 districts/cities that has touched more than 3,000 female IR actors. In 2019, administratively, the model framework or pilot project in the development of IR in the regions will end. This is the last year we provide assistance, in the future we will fully hand it over to the IR Model implementing and mentoring teams in their respective regions,"

Efforts to increase women's economic empowerment through IR development are not only aimed at improving the economy, but as an entry point towards realizing family resilience. This is because economic progress has an impact on the high level of children's education, children get good nutrition, and other children's rights can be fulfilled. "In addition, improving the economy can build good relations between husband and wife because one of the triggers for acts of domestic violence (KDRT) is economic problems. The husband must be able to support his wife's work to understand the importance of women's economic empowerment,

There are several obstacles for women in increasing their business, including not understanding the business plan in doing business. As we know today technology continues to grow and telecommunication is increasingly innovating. With advances in information and communication technology today, the world no longer knows boundaries, distance, space and time. The internet has a big impact because it creates a new paradigm in entrepreneurship and doing business.

Entrepreneurship is not only owned by men, but women are now beginning to be moved to create a business that can be the foundation of their life. Given the weak socio-economic conditions and the difficulty in finding work in the government sector or civil servants who require various requirements through the level of education. So this situation creates more and more opportunities for women to seek or form a private business through the ideas or skills they have and with flexible capital. The entrepreneurial sector is one of the business fields that has become the choice of many women to prove their ability to do business. There have been many women who have proven themselves capable of becoming entrepreneurs from the small, medium and large business levels, with the intention of helping their husbands to meet the economic needs of their families or as a vehicle for activities and creativity in everyday life.

2. METHOD

Problems faced by partners:

The problems of the IPTEKS program for the community are as follows:

Table 1. Partner problems and solutions offered

Problems Partners	Solutions Offered	Partners Outcome Target	Outcome Target Implementing Team
100% of partners do not know the business plan	Provide outreach to partners about the business plan	85% of partners know the business plan	a. Book
100% of partners do not understand business plan practices	Provide assistance to partners about business	80% of partners understand business plan practices	b. IPR

Implementation Method:

The method of implementing the IPTEKS for the Community program is as follows:

1. Preparatory stage and location survey
2. Management of cooperation and permits for PDA Banyumas
3. Provision of Pre-Test to PDA Banyumas regarding Business Plan
4. Provision of training followed by hands-on practice on the Business Plan. Material delivery is carried out offline using methods such as presentations, questions and answers, watching videos, and discussions.
5. Provision of PostTest after material counseling is delivered to PDA Banyumas
6. Monitoring and progress reports on family financial management at PDA Banyumas
7. Evaluation and preparation of science and technology reports for the community regarding the business plan.

3. RESULTS AND DISCUSSION

Based on the community service activities carried out, the following results were obtained:

1. Implementation of Community Service in:

Date: 29 May 2022 (Online)

Participants: 20 Housewives of Aisyiyah Banyumas

Link:

FEB UMP is inviting you to a scheduled Zoom meeting. Topic: SWA Angkatan 4 - Pertemuan II
 Time: May 29, 2022 07:30 AM Jakarta Join Zoom Meeting
<https://zoom.us/j/96987796497?pwd=bStkT1FHbzEyYks4dm91SXBOeG45UT09> Meeting ID: 969 8779 6497 Passcode : 195349.

2. Results of Activities based on Problems

This community service activity was carried out in 2 sessions, the first session discussing the theory of business plans by Nur Isna Inayati as the speaker and the second session on the practice of business plans in the household by Ira Hapsari as the speaker. Both sessions were moderated by Kurnia Ritma Dhanti. The following are the results of activities in each session:

a. Business Plan Knowledge

In the first session, Nur Isna Inayati, the speaker, explained the theory of business plans. After the presentation of the material, it turned out that housewife entrepreneurs had actually practiced the details of a business plan but had not fully explored the business plan.

The business plan will help housewives manage all operational activities. The purpose of the business plan is to make the business run a success so that it runs according to shared desires.

Benefits of business plans:

- 1) As a guideline media for business plans.
- 2) Look for sources of funds or tools to attract investors.
- 3) As a benchmark in making decisions.
- 4) Describe business goals.
- 5) As a prediction of future business competition.

The elements of the Business Plan presented are as follows:

- 1) Vision and mission (executive summary)
- 2) Company profile (purpose, product, etc.)
- 3) Financial planning
- 4) Market and competition analysis
- 5) Marketing strategy
- 6) SWOT Analysis (Strengths, Weaknesses, Constraints, Threats)

b. Knowledge of Business Plan Practice

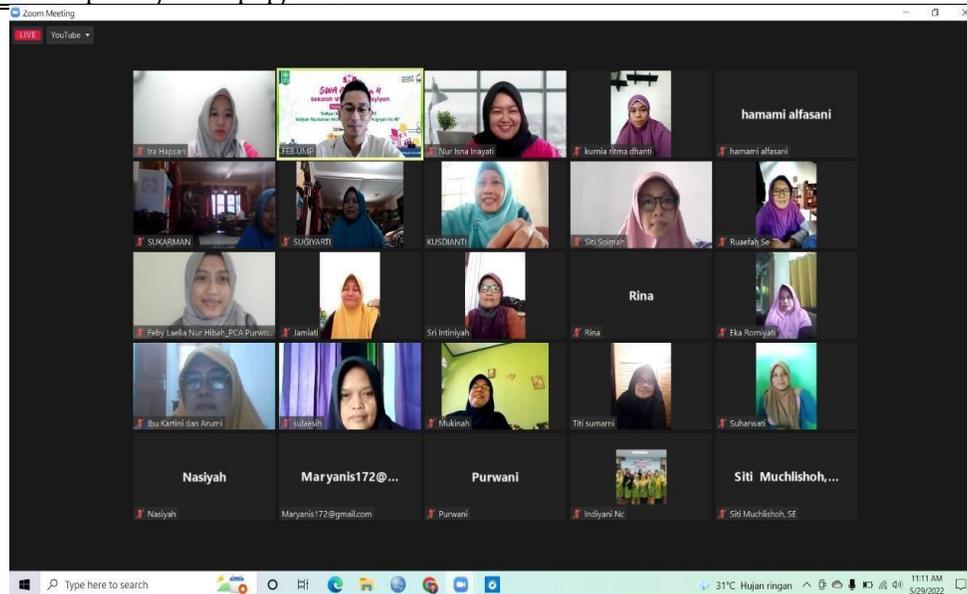
In the practice of the business plan led by Ira Hapsari, the materials regarding the practice of structure and the components that must be included in the business plan are as follows:

- 1) The main summary of the business plan (executive summary).
- 2) Basic description of the company.
- 3) Explanation of the product being sold (goods or services).
- 4) Market analysis showing SWOT, segmentation, target customers, and competitors.
- 5) Use of strategy. Examples include marketing, production, and shipping.
- 6) Detailed calculations related to business finance (cash flow in and out, capital allocation, monthly income, and profits). This business plan will ensure that funds from investors flow into the business.
- 7) Assist Evaluation Objectively

Business evaluation is very important. It is better if the evaluation is carried out periodically within a predetermined time period. Evaluation is carried out in order to understand the business situation.

- a) Was the strategy used successful?
- b) Does the strategy lead the business to a better direction?
- c) Is it true that the resulting impact is on target?

If the impact is positive, then you can continue to use this strategy. On the other hand, you can immediately change the strategy when the results are negative.



4. CONCLUSION

Community Service Activities for the Science and Technology Program for the Community with the title "Optimizing Business Plans in Creating the Creativity of Home-Based Business Actors for Aisyiyah Members" in Banyumas Regency have been carried out smoothly and well. Socialization participants can receive socialization that is well delivered, active and as expected. There is interest from the participants to find out more so that later it is hoped that it will increase the creativity and understanding of the participants in doing business. The socialization material is packaged in 2 interesting materials, namely the first material discusses business plan theory, with the aim of providing basic business plan knowledge to participants, the second material, namely business plan practice, the purpose of this material is that participants can directly practice the business plan theory that has been explained by the presenter on the first material. The output and target achievement of this service program is to provide basic business plan knowledge to participants which is packaged in book form and participants can practice theory in business development. The purpose of this activity is to increase the creativity and ability of participants to develop skills in doing business both online and offline.

REFERENCES

- Kurniawati, D. P. (2013). Pemberdayaan masyarakat di bidang usaha ekonomi (studi pada Badan Pemberdayaan Masyarakat kota Mojokerto). *Jurnal Administrasi Publik*, 1(4), 9-14.
- Ma'arif, Syafi'i. (2003). *Pembangunan dalam Perspektif Gender*. Malang: UMM Press.
- Marwanti, S., dan Astuti, I.D. 2012. Model Pemberdayaan Perempuan Miskin Melalui Pengembangan Kewirausahaan Keluarga Menuju Ekonomi Kreatif di Kabupaten Karanganyar. *Jurnal SEPA*.Vol 9(1), 134-144.
- Maharani, O.D.P. (2019). *Pemberdayaan Perempuan Dalam Upaya Peningkatan Ketahanan Ekonomi Keluarga (Studi Pada Home Industry Kerajinan Batok Kelapa "Coco Art" di Tanjungsari Kota Blitar)*. Skripsi. University Muhammadiyah Malang.