

DECOUPAGE CREATION TRAINING FOR EMPOWERING WOMEN AT RPTRA MAHKOTA MERUYA SELATAN

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Abstract – Women are part of the community but participation of women in community empowerment has not been maximized. Meruya Selatan is one of areas in Jakarta Selatan which has presence of low-educated housewives. Women in productive age, especially housewives, are one of the potential group that can be developed by providing skills and knowledge. One of the ways to improve knowledge and life skills as a part of the women empowerment training program is giving the skills of decorating product with decoupage technique which is now a trend among housewives. By the activity, it was expected could empower and improve knowledge and ability of women for producing products that had high economic value. This training was expected could provide an alternative for women in the field of entrepreneurship so that they can open business, increase income, and help to fulfill the needs of their family.

Keywords: Decoupage technique, economic value, women empowerment

INTRODUCTION

Situation Analysis

Community empowerment is a process where community, especially them who lack access to development resources, encouraged to improve their independence to develop their own lives. Women are part of the community but participation of women in community empowerment has not been maximized. This happens because existence of women in community is still in character subordinate. Women are still considered have a low status and position in the community. The low level of education and limited access to information cause women being vulnerable to various crisis that occur both economically and socially.

Women empowerment needs to be done to minimize levels unemployment, which has an impact on socio-economic conditions for women. By providing access and opportunities for women to develop their self-potential (become more productive) so that they can help to fulfill the needs of their family. Women empowerment also is an effort to advance the welfare of the nation because their large numbers becomes a potential social capital for sustainability of national development.

The efforts to improve knowledge and life skills are an important part of the women empowerment program. Women empowerment is simultaneously expected to improve capability and quality of life, so that the productivity of women increased and lead to increase income in family and community (Diana, Irawan & Anisah, 2017). The increased productivity of women can be seen from indicators that include the changes of attitudes that more positive and advanced and the increased life skills in the form of goods and services for the needs of themselves and society.

One of the ways to improve knowledge and life skills as a part of the women empowerment program is giving the skills of decorating product with decoupage technique which is now a trend among housewives. The term of decoupage comes from the France language, namely decouper that means cut. Decoupage is a craft or art forms that require patterned materials. The patterned materials that used are usually papers, which are pasted on the object then coated with varnish.

There are various kinds of patterned materials that can be used in decoupage, one of them is tissue napkin paper. Tissue napkin paper is a layered tissue that has a motif on its surface. The available motifs are very diverse i.e pictures of flowers, animals, scenery, etc. The most common variations in the color of napkin tissue paper is red, yellow, green and white. Coloring on napkin paper tissue is made

as aesthetic value (Meita Alfathy, Prasetya Aji & Sulhadi, 2017). This tissue are mostly from abroad. One of the areas that produces many patterned tissue is Europe. Nowadays, with the advancement of information technology, this tissue napkin paper can be purchased online. This makes the decoupage creation with tissue napkin paper more easy and affordable to be done.

This trend activity is rising and very developing in the community, generally in urban areas, because it is quite affordable and easy. By doing decoupage technique, a product can have added and economic value so that this activity can be used as a business opportunity for women to earn income by themselves. The products can be marketed using e-marketing like Facebook, Instagram, Blogs, etc (Agustina Vidyastuti, Utarsih & Nurfitriana, 2017). In fact, by doing decoupage technique, women can sell their product overseas (Priyo Lestari, 2018).

Problem Identification

Meruya Selatan is one of areas in Jakarta Selatan which has presence of low-educated housewives. Women in productive age, especially housewives, are one of the potential group that can be developed by providing skills and knowledge. It can be used to support economic development of the communities. Women in Meruya Selatan requires mentoring and training to improve their skills in order to earn income to support the needs of their families.

Therefore, the training to makes products or crafts that have high economic value, like decoupage creation products, is important. This activity is quite affordable and easy. This activity can support women to empower themselves and give great benefits for them. The result of the activity can give new chance and idea to open a business. The benefits of the result of the activity also can be felt not only by them, but also by their families.

Women activities in Meruya Selatan are gathered in an activity location, named *Ruang Publik Terpadu Ramah Anak* (RPTRA). One of RPTRA which is located in Meruya Selatan is RPTRA Mahkota. This location is made as a place that used for communities empowerment activities i.e. coaching, counseling, or training activities for women in Meruya Selatan.

The Offered Solution

The first effort that can be done is giving knowledge and skills of decorating product with decoupage technique to the participants, especially women and girls who have no jobs (unemployed). It will help them to realize their wishes in order to play a role in empowering their skills and developing business. They can increase self-confidence to be creative in producing products or crafts which have high economic value.

Craft or products that have been produced can be marketed in urban areas. The marketing areas can also expand to other regions with the advancement of information technology. Before the marketing process, it would be better if the products is packed in the various interesting forms. The products will have high economic value and it can attract interest of consumers to buy it.

Target

This empowering women service activity through skills training was expected to empower and improve knowledge and ability of women for producing products that have high economic value. This training was expected to provide an alternative for women in the field of entrepreneurship so that they can increase income and help to fulfill the needs of their family. This activity was also expected to increase self-appreciation of women and could equate themselves with men in an effort to increase family income. In general community economic empowerment, the areas can also increased and developed.

Women who became participants, was expected can apply knowledge and skills with optimal with direction, guidance and practice that would be done in this training program. The participants was expected to make and decorate directly decoupage creation product by themselves. They could make their own creation and adjust it to market desires.

METHODS

This activity was done in February 2018 at RPTRA Mahkota Meruya Selatan. The participants of this women empowerment service activity were women at Meruya Selatan who do not have jobs (unemployed). The amount of participants was 20 people and the majority of them were housewives. The specific criteria of training participants was sorted according to the priority scale that could participate in the following activities i.e women in productive age, preferably women who did not have a permanent job and have a lot of spare time and had a great commitment and desire for taking training from the beginning to have the ability in decoupage creation . This criteria was chosen so that the possibility of developing a business became real.

The methods used in this activity was organized into three steps i.e. lecturing, demonstration, and practice. First step is lecturing. This method was taken to give knowledge about decoupage creation with napkin paper that has benefits and value added. This lecturing also to give information and knowledge about entrepreneurship through new idea of decoupage creation product. The issue delivered in lecturing comprised of description of decoupage, and picture of decoupage creation product, and tools and materials were used. materials and tools were used i.e. patterned napkin paper, glue, varnish/clear gloss, and bar soap (item that will created with decoupage), scissors, and paint brush.

The second method is demonstration. This method was taken to demonstrate decoupage creation directly in front of participants so that participants could understand what have been lectured previously. Every tools and material, which were infomed in the previous lecturing session, were directly demonstrated in front of participants.

The last method is practice. This method was taken to make participants practiced directly the decoupage creation by themselves. This method aimed to share optimum skill to participants. The steps of decoupage creation i.e cut the napkin paper, pasted that napkin paper into soap bar which have been glued until it was dried and applied varnish/clear gloss to give a shinny effect. To giving added value, the bar soap which have been done with decoupage technique can be packaged with plastic and ribbon. The tools and material which was used by participants provided by women empowering program team.

After lecturing, demonstration and practice steps, the evaluation was taken to find out the level of undstanding and skill of participants. The evaluation was done by giving participants pre-test and post-test questionnaires about decoupage knowledge. The results of pre-test and post-test questionnaires would be statitically processed to be seen and analyzed.

RESULTS AND DISCUSSION

Results

Lecturing

This session was giving knowledge of decoupage creation technique in order to improve skill and to add knowledge for women at RPTRA Mahkota. The participants were given a presentation with power point presentation on a screen so that they could easier to understand audiovisually about the information (Figure 1).

According to Figure 1, it could be seen that the participants looked the screen while they were listening the information which was given by the speaker. In this session, the speaker also explained about entrepreneurial knowledge and skill through the idea of creating product with decoupage creation which has various benefits such as improving creativity and opening business opportunities.

Demonstration

This demonstration session was taken to demonstrate decoupage creation directly in front of participants so that participants could understand what have been lectured previously. Every tools and material, which were infomed in the previous lecturing session, were directly demonstrated in front of participants. all of the participants gave full attention in this session.



Figure 1. Lecturing Session

Practice

In the practice session, all of the materials and tools needed in the making of decoupage creation products were brought and shown to the participants so that the participants could see clearly and completely the materials and tools that would be used. The tools and material which were used by participants were provided by the women empowering program team. The materials and tools used are materials that were affordable and easily obtained either through online shops or decoration stores. This method was taken to make participants practice directly the decoupage creation by themselves (Figure 2). This method aimed to share optimum skill to participants.



Figure 2. Practice Session

According to Figure 2, it could be seen that the participants looked seriously while creating products with the decoupage technique. In this session, many questions were asked by the participants. Each participant made decoupage creation products by themselves. To give added value, the bar soap which has been done with the decoupage technique can be packaged with plastic and ribbon (Figure 3). The products would be more attractive for consumers.



Figure 3. Decoupage Creation Products

Discussion

The participants were actively involved in the training. The participants asked many questions i.e about various media that can be used in decoupage creation except bar soap, how to get the materials, and how to decorate it using napkin paper. The participants were very enthusiastic about directly practicing the decoupage creation with napkin paper.

The participants felt this training was very useful especially for them who had no ability in creating craft. The participants were very enthusiastic to practice directly at home and sell the products. This training are considered to have added knowledge and skills for women especially housewives who did not have a jobs. They could use their spare times for useful and productive activities.

After lecturing, demonstration and practice steps, the evaluation was taken to find out the level of undstanding and skill of participants. In the last session, the participants were given pre-test and post-test quetionnaires to know the average knowledge of participants before and after training (Table 1). Descriptives analyzis used to describe the summary of data such as minimum, maximum, mean, and standard deviasion (Priyatno, 2016).

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviasion
Pre-test	20	0	6	2.30	1.750
Post-test	20	2	6	4.60	1.501
Valid N (listwise)	20				

Based on the results of pre-test and post-test quetionnaires which has been processed statically, there was different on the average knowledge of the participants. The average knowledge of participants before is is two poin and increases to 4.60 after training. It means that the training process was succeed in improving knowledge about creating product with decoupage technique. For significant test based on independent sample test (Table 2), the result showed that the Sig. (Two-tailed) value as $0.00 < 0.05$. It means that there was a difference between participants' knowledge of decoupage creation before and after training.

Table 2. Independent Sample Test

	F	Sig.	t	df	Sig. (2-tailed)
Equal variances assumed	0.552	0.462	-4.461	3.8	0.000
Equal variances not assumed			-4.461	37.137	0.000

According to the results of pre-test and post-test questionnaires, this training gave new added knowledge for the participants about decoupage technique. Before training, participants's knowledge about it was low. After training, the understanding of participants about it was increased. It also indicated that the methods that used in this training was succed. The lecturing method was well done so that participants was quickly understood. The demonstration method was done easily so that it was quickly understood by participants. the participants. The partisipants finally can did decoupage technique in the practice method.

After the training process is held, participants were expected to be able to create decoupage creation crafts or products with other media independently. Hopefully, this training could direct an entrepreneurial idea that could be immediately applied by the women in Meruya Selatan because they were the prospective entrepreneurs in their communities.

CONCLUSION

Based on the results of the activities that have been described, this community empowerment activity received a positive response from the participants. The participants were very enthusiastic about participating in the activities and participating actively in the number of questions asked. The questions which asked by the participants reflected that this training provided benefits to them then driving their curiosity further on this training process. This shows that the participants got new knowledge and skill about decoupage creation with napkin paper which has added value that can be used as a business opportunity by women especially mowen at RPTRA Meruya Selatan.

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