

**OPTIMIZING THE ROLE OF WOMEN, CREATIVE INDUSTRY BASE ON LOCALITY,
FIS UNJ, HIBAH BERSAING DIKTI, KEMENDIKBUD,2013.**

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ABSTRACT

The low level of education has become a part of women's non dependent in economic. The purpose of this research is to get information about a woman's human resources potential; local natural resources potential which is able to be developed in creative industry; the need of guidance module; and the need of guidance program. The benefits of this research are: increasing the skill and expertise of women in forming and managing a creative industry base on locality; increasing a self-confidence to participate in creative industry base on locality, and increasing a gender equality and justice in participate on family. This research is using Research and Development method. In this research, there are 100 (a hundred) samples which are included: 30 (thirty) from Matraman, 30 (thirty) from Suku Dinas Perindustrian Jakarta Timur, 30 (thirty) from Desa Cipaok Citapean Bogor, and 10 (ten) from Bekasi. The conclusions of this research are: the guidance module is varies, it takes two weeks in guiding; a creative industry module in culinary, clothing, and entrepreneurship; the strategy of interactive dialogue and practice experience; systematical, and sustainable, Measured and standardized, with simulation and field visiting.

Keywords: *Guidance model, optimizing the role of women, creative industry base on locality*

The empowerment of women as a phenomenal thing in achieving failed in Human Development Index. The presence of women to play a role in the life of society in Indonesia has been started since the beginning of the 20th century. The role of women is indispensable in all fields of society, so that aspect of life gender equality is the most important factor to be implemented in the whole life of society in Indonesia. Dominant discourse which States that women need not be independent economically, has become a major cause of women and poverty linkages. The education factor had been part of an effort of un-independent women economically. Indonesia will not be able to reduce poverty if not eliminating gender discrimination. Let the ignorance, poverty and pain the woman meant by preparing a generation of dumb and poor.

Some efforts to reduce poverty, Indonesia participated in the implementation of the program "Millennium Development Goals" that proclaimed in year 2000 in New York and followed by 189 world leaders with 8 (eight) main agenda includes: (a) Overcome poverty and hunger; (b) Achieve a basic education; (c) Encourage gender equality and women's empowerment; (d) Reduce child mortality; (e) Improve the health of mothers and children; (f) Combat HIV/AIDS, Malaria and other infectious diseases; (g) Ensure environmental sustainability; and (h) Establishing a global partnership for development. One of the aspects defined in this program is to encourage gender equality and women's empowerment.

Therefore, It needs capacity development for women continuously. As long as the condition of the women is still slumped and colored vulnerability due to gender inequalities, burying, the State and society have a responsibility to conduct various attempts to make the rights of women as members of the community are fulfilled. In economics the ability of women to obtain job opportunities and seek is still low. Similarly access to economic resources, such as technology, market information, credits, and working capital. The unemployment rate for women is higher than men. Various forms of gender inequalities, such as marginalization, discrimination, violence, stereotypes, multi burdens, and subordination should be immediately removed (Nugroho, 2008: 163). The involvement of women in development programs such as the economy strengthening and improvement of the quality of human resources is expected to be realized. It needs strategy, which includes equitable equalization at level of well-being, access level, the level of awareness, the level of active participation, and the level of power in order that the empowerment of women through increased innovation in the creative industries.

This study is a follow-up of the results of the research title of the Dissertation: the role of Women in raising a healthy Family living conditions (A Survey about the link between the level of education, environmental awareness, participation in improving economic families with Healthy

living conditions in Indramayu in West Java), 1997, and the role of women in poverty reduction through improved women's innovation in creative industries base locality. The results of this research generally is doing the women's innovation development through increased competence for each woman. Improving the competence of women can be done through the movement of the PKK and the women who work in the creative industries which are small industries. A number of improved competency requirements for the women have been identified in the implementation of this research. To facilitate implementation in the women's environment so, the identification of this competence enhancement needs is organized into a number of modules increased competence for females.

The purpose of this research is the improvement of women's empowerment in the locality-based creative industries through education and training as follows:

(1) Perform repeated Mapping women human resources and local potential natural resources that could be developed in the creative industries, as the addition of information from research introduction; (2).Develop a Mentoring Model of optimization of the role of women in the creative industries base Locality, by arranging Mentoring programs and Modules based on needs analysis (research results obtained stage 1, 2013); (3) Test the optimization Mentoring Model of the role of women in the creative industries base Locality, through Experimental Research Method Model Test Mentoring to measure an increase in Knowledge, attitudes and skills in Creative Industry Base Locality; (5) Identify and re-select women's Human Resources potential in the areas of research that will be involved in the Test Mentoring Model; (5) Train the resource person (Trainer) in Experimental model Test that will provide mentoring. (6) Desiminate the Mentoring Model of Desiminasi optimization of the role of women in the creative industries to the region, base on Locality, Area of Jabodetabek.

Poverty becomes a perfect reason of low Human Development Index (HDI), the human development index Indonesia. Indonesia human quality overall is relatively still very low compared to the quality of people in other countries in the world. Poverty is no longer understood only as the inability of the economy, but also the failure to comply with the fundamental rights and the difference in treatment for a person or group of people in living a life in dignity. The fundamental rights recognized in General is to satisfy the needs for food, health, education, employment, housing, clean water, land and environment, a sense of security from the treatment or threats of acts of violence and to participate in social and political life of both women as well as men.

Thus the empowerment aspect gives a very big role against women community to determine its own destiny. The pattern of empowerment more emphasis on aspects of community participation of women than the introduction from outside. Women as agents of empowerment is very different with the extension agent. More extension agents position themselves as outsiders who will deal with the problem in the community, while greater emphasis on empowerment of Agency assistance facilitates the decision alone, but in fact alternative solutions is the result of community creation itself.

The empowerment of women is becoming a very important issue and grown rapidly in developing countries. It's on the issue of gender equality and the empowerment of women making it easily accepted by the public. Poverty is defined as a group of community powerlessness over the system of Government that led to the community being in the position of being exploited. This illustrates that poverty is the condition of life, culture, and patterns of interactions is not something created by itself, but was created due to the role of oppressive structures (Huri, 2009). The dominant discourse which States that women need not be independent economically, has become a major cause of women and poverty linkages. The education factor had been part of an effort of unindpendent women economically. Indonesia will not be able to reduce poverty if not eliminate the gender discrimination. Let the ignorance, poverty, women's illnesses which means by preparing a generation of dumb and poor. Without gender equality, poverty and underdevelopment can be impossibly overcome completely.

As long as the condition of the women still slumped and colored vulnerability due to gender inequalities, burying, the State and society have a responsibility to conduct various attempts to make the rights of women as members of the community are met. In economics the ability of women to obtain job opportunities and seek is still low. Similarly access to economic resources, such as technology, market information, credits, and working capital. The unemployment rate for women is higher than men. Various forms of gender inequalities, such as marginalization, discrimination, violence, stereotypes, a burdens, and subordination should be immediately removed (Nugroho, 2008: 163). The involvement of women in development programs such as the economy, strengthening and improvement of the quality of human resources is expected to be realized. Need a good strategy in various aspects of the the access participation, active participation, and the level of coordination

among the order increased empowerment of women through education and training in the creative industries can take place on an ongoing basis and sustainable.

The development of creative industries for women pushed to create the human resources that are capable of competing with reliable quality. Creative industries are strategic in developing human resources. In this new industry work no longer has to be glued in the Office or in the factory, but can be done anywhere, including in the home. Women's empowerment can suppress poverty by changing and improving women's lives. There are several reasons why the need to motivate women to do productive work opportunities and self help, first, women are a potential asset to the present less cared for the country. Second, by empowering the women expected to be agents of change for the betterment of the economy in General. The Empowerment of women became more important to suppress poverty because empowerment is a process that is at the same time become a destination for open access of women to justice. With empowerment of women can increase the capacity and self-confidence, so that impact on women's capacity to achieve development goals including to suppress poverty.

Based on the above description of the several virtues that are expected to be produced in the execution of the research increased empowerment of women in the locality-based creative industries through education and training as follows: (1) is able to create a number of women who own skills and expertise in shaping and managing the creative industries; (2) able to give support to a number of women to have high confidence to participate in the implementation of development through the activities of the creative industries, so that gender equality will be established; and (3) capable of creating the women who participate in her husband's role in helping raise a family needs so it will be the creation of a gender equality in family environment.

Road Map: Former research results

Gained an excellent education is the right of all the people of Indonesia (law Sisdiknas). Through the decision of the Minister of the Interior, i.e. three ministries and State Minister Mendiknas PP is committed to accelerating the eradication of Illiteracy for women. Of the population that bears the illiterates, 69% are women. Inability to read is identical to the backwardness, ignorance and poverty. With the eradication of illiteracy in women (which became the main priority is aged 15 – 44 years the poor) will be able to increase efforts to empower women in achieving quality communities. The role and position of women in the family and society is very strategic for the enhanced capability of knowledge and skills as a mother, because women are educators first and foremost, and the mother is a madrasah (school) for his sons (Ima Chudari Ni'mah, 2013).

In 2004 the number of absolute poor inhabitants recorded by 36,1 million people or 16,66% of the total population. Of that number turned out to be a lot more inhabitants of poor women than men, and the numbers grew from year to year. From the description above, it can be said that poverty is very close to women. Based on geography, poor people more in the villages than in the city. (<http://www.docstoc.com/docs>).

This research would like to analyze comprehensively about the empowerment Model of rural poor women through entrepreneurship development to improve the standard of living of the family. The results of this research is the existence of a Model of Rural poor women Empowerment through Entrepreneurship Development to improve the standard of living of families through the approach of groups and diversification efforts, efforts to improve the welfare of poor rural women's empowerment and concerns on the question of how empowering the rural poor women through entrepreneurship can guarantee the people's economy gained what became of their rights, in particular the prosperity and a decent life. (Susi Ratnawati, 2013).

Women's empowerment of Indonesia's developed and independent in the village of Rantau Area Batu Sopang Sub District Paser the year 2012 has been running properly in empowers women to cultivate natural results make woven rattan-woven into handbags, wallets and basket, in improving women's economy (Imanuel Agung Pamuji, 2013).

Road Map of the research:

This study is a follow-up of the results of the research title of the Dissertation: the role of Women in raising a healthy Family living conditions (A Survey about the link between the level of education, environmental awareness, participation in improving economic families with Healthy living conditions in Indramayu in West Java), 1997, and the role of women in poverty reduction through improved women's innovation in creative industries base on locality. The results of this research generally is doing the women's innovation

development through increased competence for each woman. Improving the competence of women can be done through the movement of the PKK and the women who work in the creative industry which are small industries. A number of improved competency requirements for the women have been identified in the implementation of this research. To facilitate the implementation in the environment women so this competence enhancement needs the identification organized into a number of modules increased competence for women.

In the first (I) Year:

The research done to reset the mapping of women human resources and Local Potential natural resources which could be developed in the creative industries, as the addition of information from prior research:

In the second (II) Year:

Develop the Optimization Mentoring Model the role of women in the creative industries base on Locality, by arranging Mentoring programs and Modules based on needs analysis (research results obtained stage 1, 2013);

In the year III:

1. Test the Optimization Mentoring Model the role of women in the creative industries base on Locality, through Experimental Research Method to measure an increase in Knowledge, attitudes and skills in Creative Industry Based on Locality
2. Identify and re-select the women's potential human resources in the area research that will be involved in the Test Mentoring Model;
3. Train resource person (Trainer) in Experimental Test models that will provide mentoring.

In the year IV :

Disseminate the Mentoring Model of Desiminasi optimization of the role of women in the creative industries to the region, base on Locality, Area of Jabodetabek.

The overall implementation of this research have the nature of applied research (applied research) caused the overall results of this research can be applied (enforced) to enhance the empowerment of women in the field of creative industry.

The result of the implementation of this research can serve as a model for increasing the empowerment of women in the environmental movement of the PKK and women perpetrators of creative industries. The research method used is the Research Development about Mentoring Model optimization of the role of women in the Locality-based creative industries. Methods of research and development (Research and Development) is the research methods used to generate the Accompaniment Model optimization of the role of women in the creative industries and test the effectiveness of Locality-based model.

In the first year, this research area research includes pockets of poverty in East Jakarta, Central Jakarta, Bogor and Bekasi. The population consists of women who have either partnered with the IKM or the partner yet. Sample research as many as 100 people were taken in a purposive cluster random sampling. The attached Data.

Diagram Of The Stages Of Research

In order to facilitate women's empowerment increased in the locality-based creative industries through education and training, then arranged in a diagram as follows:

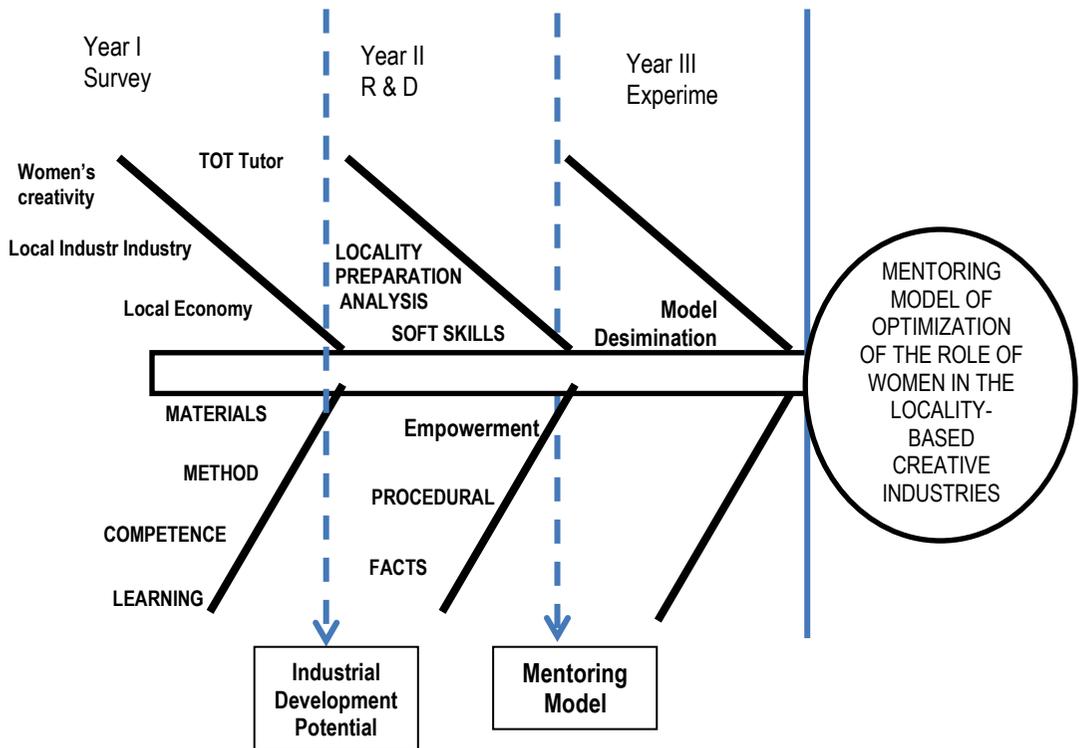


Diagram of the stages of Research in order to facilitate women's empowerment increased in locality-based creative industries through education and training, then arranged in a diagram as follows:

Research Output to be generated from the research in the first year of the survey results is in the form of mapping resources women in pockets of poverty and the potential of the region as a local potential in developing creative industry and mentoring programs and needs analysis module of the Model of optimization of the mentoring role Mentoring women in the creative industry-based localization. The Output will be reached in the second year of his research is based on the results of the Analysis Model of mentoring program needs mentoring and Mentoring mentoring Module optimization of the role of women in the locality-based creative industries with the ISBN;

The Output will be reached in the third year of the mentoring Model test of optimization of the role of women in the locality-based creative industries ber ISBN through mentoring Model wants a optimization of the role of women in the locality-based creative industries ber ISBN through wants to 60 women who reflect the three kinds of creative industry, consisting of boga, clothing, and entrepreneurship in the Jabodetabek area. The Output will be reached in the fourth year of mentoring Model implementation optimization of the role of women in the locality-based creative industries ber ISBN via the pilot project against women that reflect the 180 people of three kinds of creative industry, consisting of food, clothing, and entrepreneurship Jabodetabek area.

RESULTS AND DISCUSSION

A. *Description of Qualitative Data*

Based on the interview with Chief of Industry Jakarta Timur, dan research respondent can be described as follows:

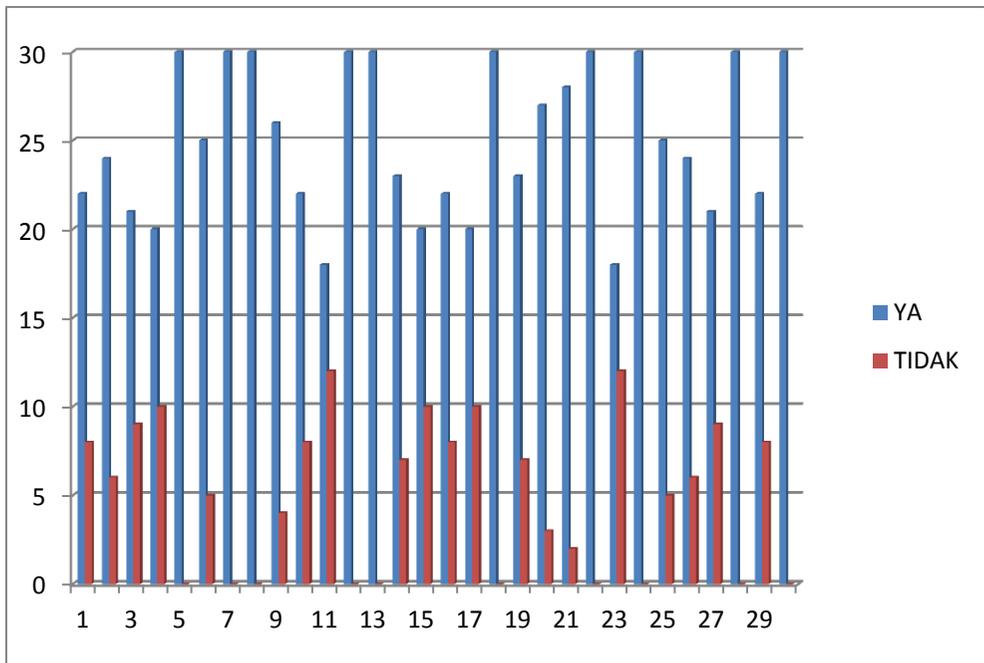
Table 1
Development of women's empowerment

Skills that are lacking
Lacking higher education level
Low knowledge about the creative industries
Access business women in the creative industries still less
The ability to manage business in a creative industries still less
Ability to innovate in business still lacking
Ability to innovate in business still lacking
<i>It takes a relatively long time mentoring and continuous</i>
<i>Business motivation less sustainable (intermittently appears) construction of a small industry Feedback has not been maximized</i>
The low competitiveness of the lack of opportunities the exhibition and event industry actors creative creation
The Government is already doing mentoring the previous creative effort but not optimal continuous orentasi not done Mentoring project
Small business groups with relatively few small-business Group has been given the opportunity by sub contractors great effort but less serious
Women's organizations are managing a small business is very less
<i>Women's empowerment programs by Governments in the region have done KS) but not optimal</i>
The dominance of the male is very high
Depends on husband's income
The environment that is less conducive to developing creative industries. Creative industries are growing does not require extensive land
no attention/coaching from large employers, are not optimal

B. The Description Quantitative Data

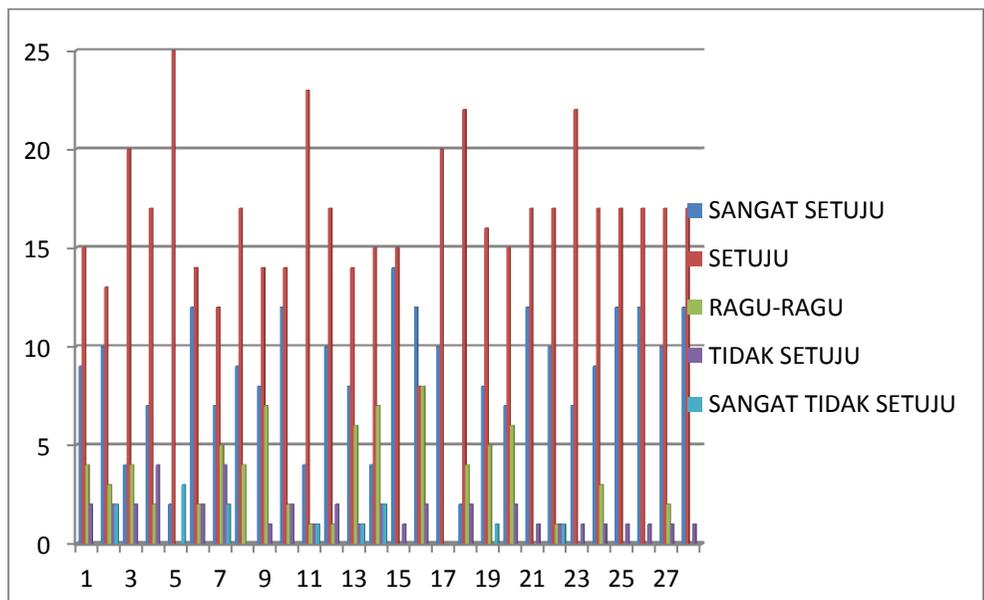
Graph 1.

Results Of The Survey Of Potential Areas Of Bogor

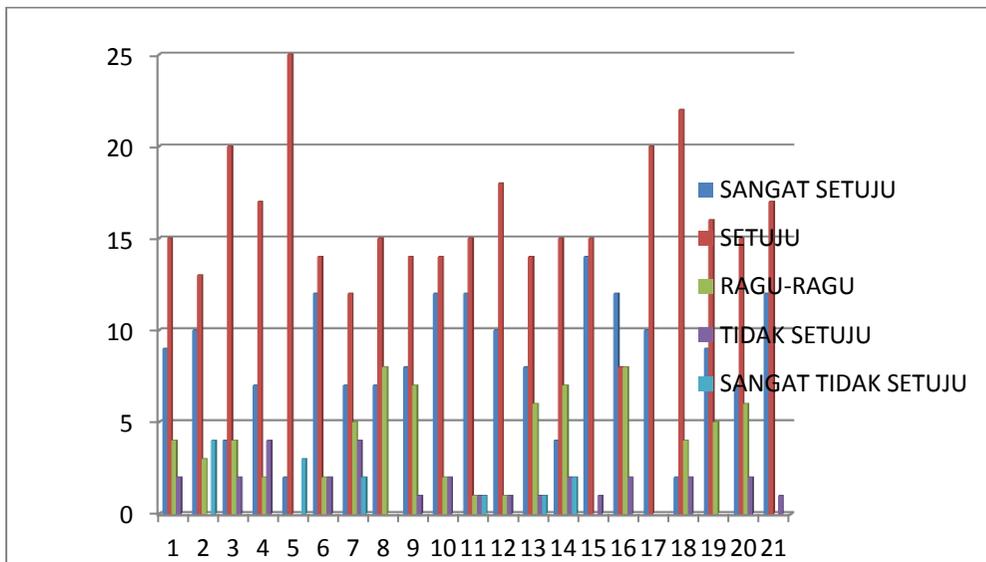


Graph 2.

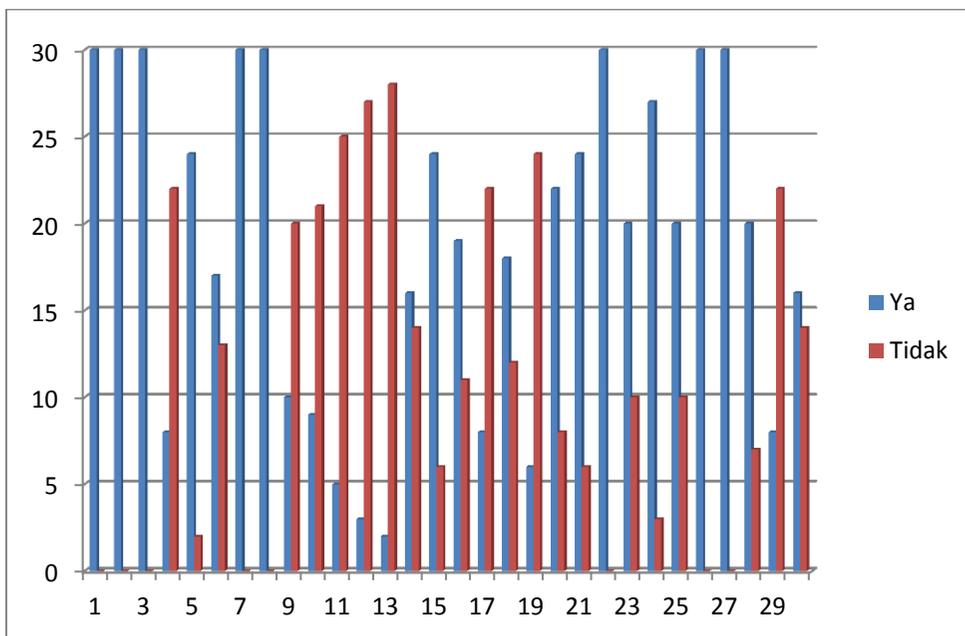
Results Of The Survey Area Mentoring Programs Bogor Area



Graph 3.
Survey Results Bogor Area Mentoring Module

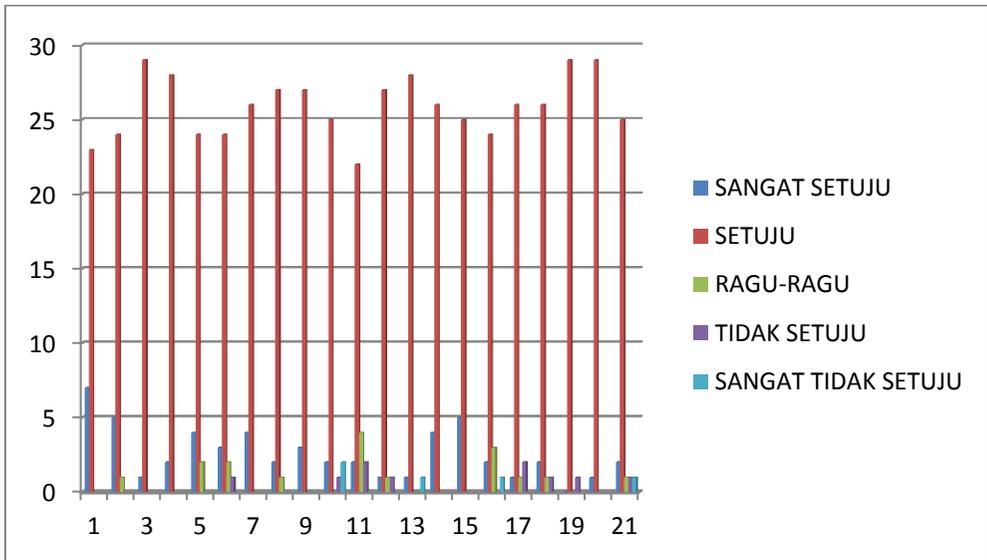


Graph 4
Survey results Potential area of Matraman Subdistrict of Jakarta



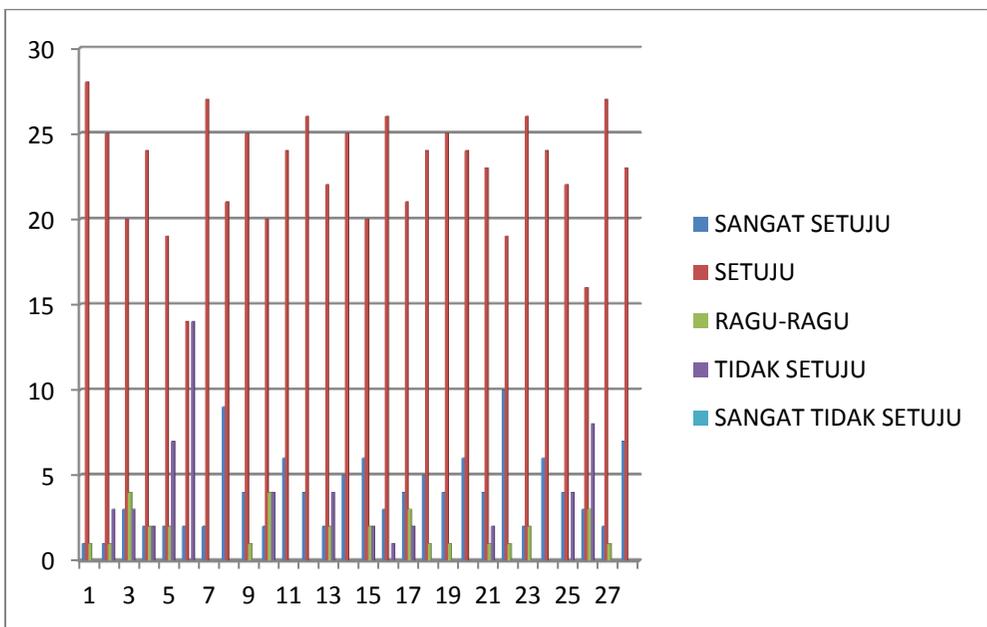
Graph 5.

Mentoring Module survey results area of Matraman Subdistrict of Jakarta

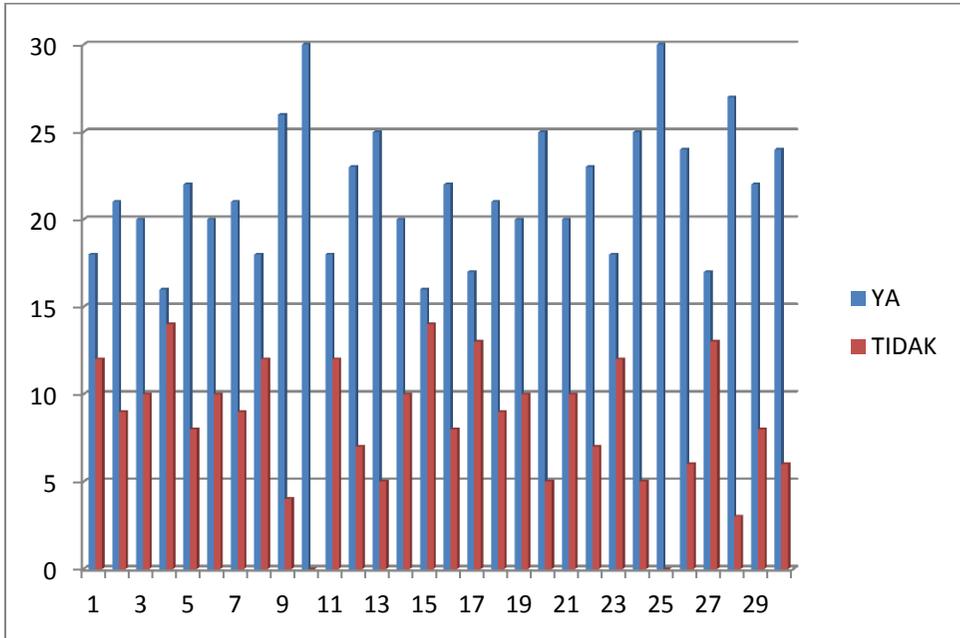


Graph 6.

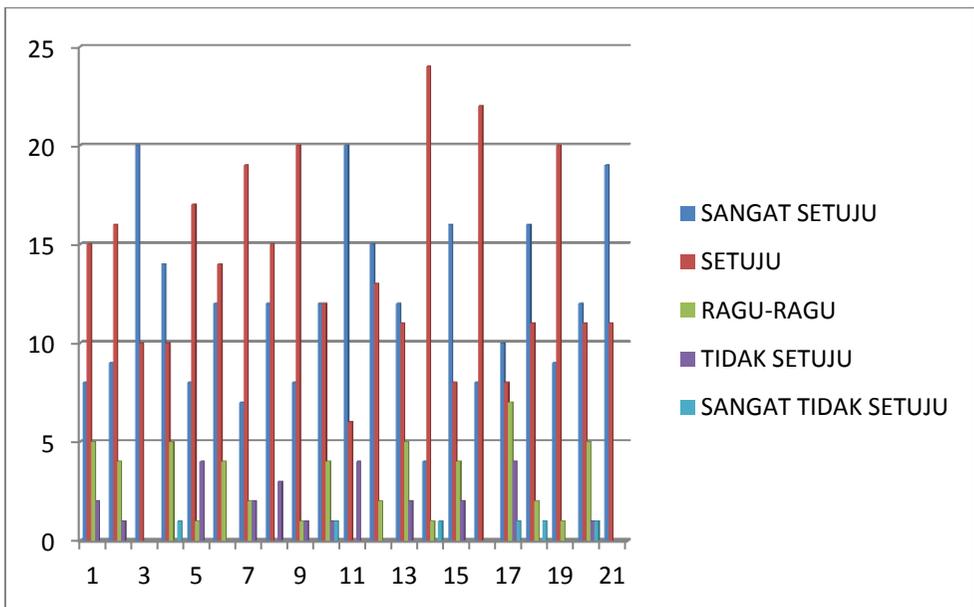
Mentoring Program Survey Results Matraman Subdistrict Of Jakarta



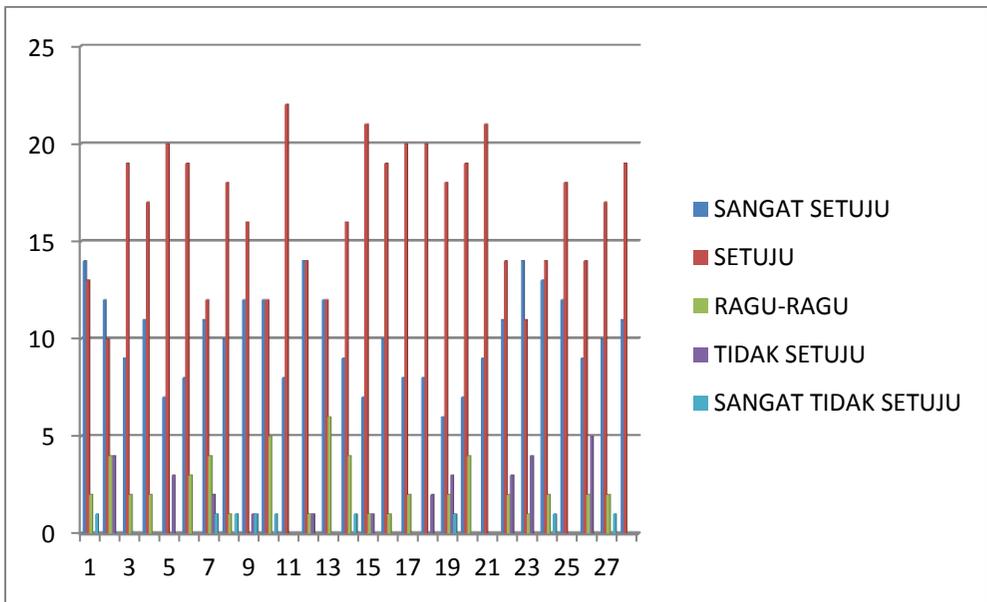
Graph 7.
Survey results Potential area of Sudin East Jakarta



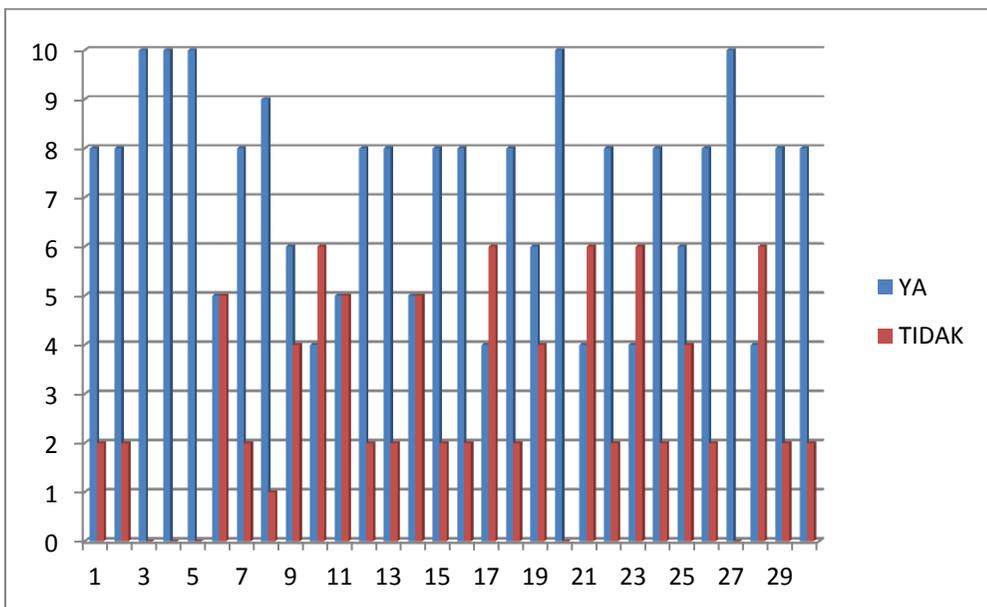
Graph 8.
Survey Module Needs Mentoring Sudin East Jakarta



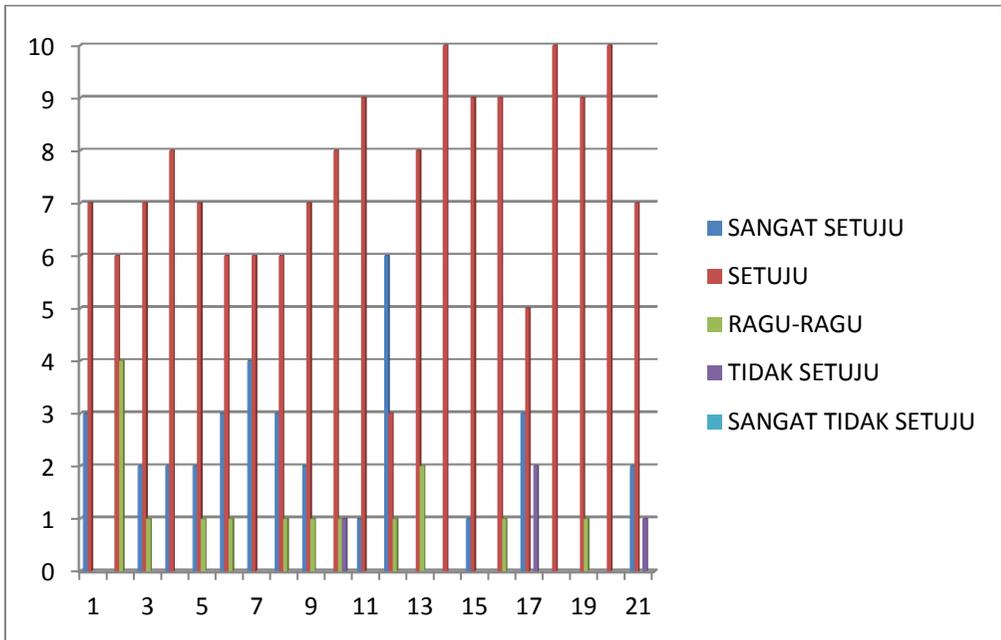
Graph 9.
Results Of The Survey Program Needs Mentoring Sudin East Jakarta



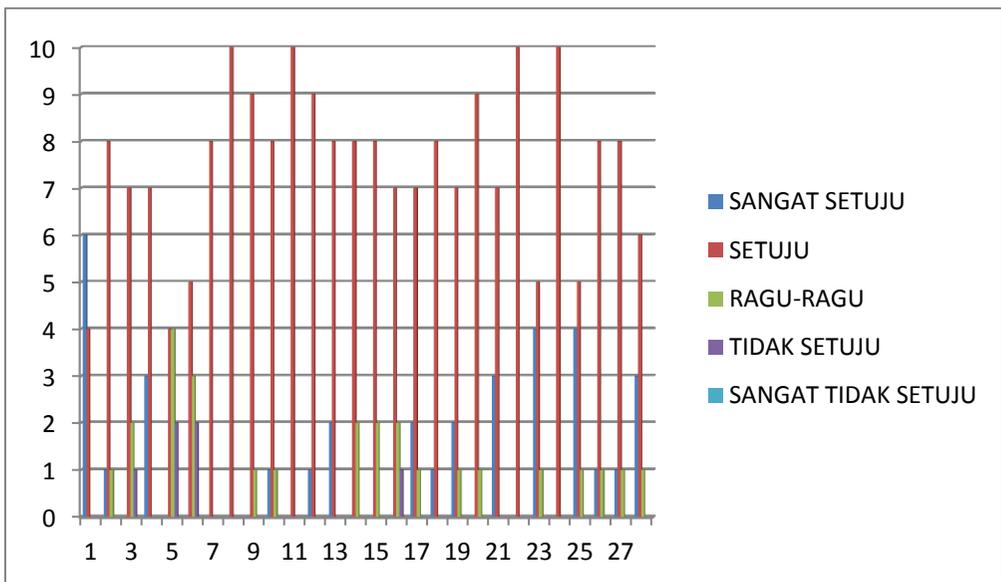
Graph 10.
Potential survey results Bekasi Kecamatan Region Mustika Jaya and Rawalumbu



Graph 11.
Mentoring Module Needs survey results Mustika Jaya Subdistrict and Bekasi Rawalumbu



Graph 12.
Mentoring Program Needs survey results Mustika Jaya Subdistrict and Bekasi Rawalumbu



So, there are some things that need to be recommended to all components of the pillars of Government, colleges, employers and communities should be strengthened:

First, a commitment to make efforts in strengthening creative industries for women who are still in the marginal status;

Second, the role of women in the Optimization endeavors to develop creative industries that already exist;

Third, efforts to obtain the HAKKI can push the development of creative industries and other Sub-district Matraman, Bekasi, Bogor and

Fourth, optimization of the role of women in developing their existing creative industries Increase the Pattern Construction conducted by the City Government/District seriously, modeled Subdistrict/Village are already Progressing.

CONCLUSIONS

The optimization of the role of women in developing creative industries already exist, even in the Eastern Jakarta had energy Sudin was strong, but not yet evenly and not be built in a sustainable way. East Jakarta territory wide tied. For these research results were awaited and expected attendance by marginal women who have not touched the program. Based on the results of data analysis in the field obtained some of the following conclusions:

First, the potential of the region both in Jakarta, Bogor and Bekasi mentoring Model developed allows for optimization of the role of women in the creative industries in the field of Food, clothing and entrepreneurship base on locality partners with other Stakeholder;

Second, human resources potential of Women has a high interest towards the creative industries to be able to add to the family income;

Third, the Mentoring Program that they need is systemic, sustainable, scalable and standardized, and is Practical;

Fourth, in a program of mentoring strategies required accompaniment: interactive dialogue, practical experience, using simulations and Field Visits;

Fifth, Length Of Mentoring In Two Weeks;

Sixth, varied and Mentoring Module contains a component of a complete training in systemic and systematic (Systemic: start from teori and practice material, method of indor and out door, assessment, and marketing opportunities) (popular consultations were the order of the theory to practice), Creative Industries focus on the Modul fields of Food, clothing and entrepreneurship base on locality in supporting the optimization of the role of women.

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