

## Empowerment of PKK Mothers in Caring for Hair through Teaching Videos of Traditional Hair Care

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### ARTICLE INFO

#### Article history:

Received: 11th Feb 2021

Accepted: 25th May 2021

Published: 1st July 2021

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#### Keywords:

Traditional hair care, video lessons, empowerment of PKK mothers.

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### ABSTRACT

*Empowerment of PKK Mothers in Caring for Hair through Teaching Videos of Traditional Hair Care. The objectives of this Community Service are 1) Increase the motivation of PKK mothers to bring out the creativity in doing traditional hair care. 2) Improve the skills of PKK mothers to be creative and innovative in doing traditional hair care with the right techniques during the Covid 19 pandemic. 3) Providing knowledge about effectiveness in entrepreneurship. The method used is presentation and discussion by holding make-up webinars through zoom meetings. The webinar activity in August 2020 was attended by 20 participants from Jaka Sampurna Village, Bekasi. The activities included training in hair care competency skills by showing learning videos for traditional hair care. The results of this community service program are (1) partners know traditional hair care. (2) partners can apply special skills in the field of hair care in their families and surrounding communities. (3) partner's interest in developing skills by opening a business in the hair sector.*

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**How to cite:** Jubaedah, L., & Arum, A. P. (2021). Empowerment of PKK Mothers in Caring for Hair through Teaching Videos of Traditional Hair Care. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 5(1), 160-170. <https://doi.org/10.21009/10.21009/JPMM.005.1.12>

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## **1. INTRODUCTION**

Education is considered a formal institution that is capable of producing quality human resources, but, due to economic limitations, the unemployment rate is high, seen from the survey data conducted by LIPI quoted from a press release, Tuesday, May 19, 2020, which was 15.6 % of jobs experienced layoffs and 40% of workers experienced a decrease in income by 50%. The problem with partners due to the impact of the Covid-19 pandemic in the world of work in the new normal era is a large number of unemployed and not yet maximal partners in participating in the Makeup skills program, especially traditional hair care. These two things are the problems that must be resolved in this program.

In connection with the main problems that have been mentioned, this program will offer solutions that are expected to solve partner problems. The method used is by providing knowledge about traditional hair care skills which contains the scope to work step procedures in treatment which are then implemented how to treat hair traditionally on customers according to the procedures described.

Population data of Jaka Sampurna Village, West Bekasi, currently shows that many unemployed people from productive age come from school dropouts, mothers, and various layers of community. This condition shows the low level of education available, meaning that many need non-formal education program services because most of the community is not accommodated in the formal education pathway and most of them are women.

One of the triggers for increasing poverty is the low level of quality of knowledge. That is why improving the quality of human resources through formal, non-formal, and informal education is an absolute thing to do considering the development of science and technology continues. Development in Indonesia is experiencing a downturn which has caused a crisis in all fields, including a lack of employment opportunities, and rising prices for household goods have decreased people's purchasing power, one of the effects of the Covid-19 virus outbreak. This has also resulted in low-priced goods such as products from China entering Indonesia to dominate the market. Of course, this harms the Indonesian economy, especially the producers and small business craftsmen who are trying to survive are getting worse due to rising raw material prices and decreasing sales turnover.

One of the small businesses that are currently in demand by the community is small businesses in the field of handicrafts and other creative industries, for this, we need guidance from the community. The creative industry currently being promoted by the government is by empowering the community, especially the small community, especially those who do not work, housewives, and school dropouts. Currently, the trend is making small and medium business craft industry, especially those related to materials/tools to support the handling of covid, most of these are home industry businesses, many of

these businesses are engaged in by residents, so most people become entrepreneurs in making homemade crafts. Such as making masks, face shields, PPE clothes, or healthy food and drinks for anti-body, as well as in the field of beauty natural masks that can be used without side effects. Herbs for anti-body resistance, such as ginger, turmeric, lemongrass, and other spices.

Universitas Negeri Jakarta, Faculty of Engineering, especially Cosmetology study the program, one of the formal institutions of the Ministry of National Education that has existed for years as a partner in the creative industry, is a professional association that brings together creative industry experts who can be counted on in making Indonesia's good name abroad in various national and international activities.

Based on its wealth in advancing crafts and in line with the engineering faculty program to tackle people from poverty and ignorance through the implementation of the Community Service program, we feel called and feel responsible to participate in the implementation of the P2M program, it is very important and very strategic in the framework empowering government partner organizations to participate in overcoming the poor so that they are also cared for and allowed to gain meaningful education and skills for themselves, their families and communities, as provisions for work or independent businesses. To support the implementation of the P2M program in the field of make-up, we provide knowledge and skills about traditional hair care to PKK mothers in Jaka Sampurna Village, West Bekasi. It is hoped that Mirta can take care of the health of the scalp and hair of their own family without having to go outside the house/salon during this pandemic.

## **2. LITERATURE REVIEW**

The outbreak of the Covid-19 virus in Indonesia is currently impacting the entire community. According to Kompas, 28/03/2020, the impact of the Covid-19 virus occurred in various fields such as social, economic, tourism and education. Circular (SE) issued by the government on March 18, 2020, all indoor and outdoor activities in all sectors are temporarily postponed to reduce the spread of Covid-19, especially in the education sector. On March 24, 2020, the Minister of Education and Culture of the Republic of Indonesia issued Circular Number 4 of 2020 concerning Implementation of Education Policies in an Emergency for the Spread of Covid-19, in this Circular it was explained that the learning process was carried out at home through online / distance learning to provide a meaningful learning experience for students. Likewise, government offices limit activities in government offices with various new regulations known as new normal.

The problems faced by this nation are likely to become a burden on the family, society and will be a big enough problem for the progress of this country. The economic impact due to Covid-19 according to Suryo in *Republika.co.id* on Monday, June 8 2020 said the economic impact due to Covid 19 could (1) Make household consumption or purchasing power which is 60% support for the economy to fall quite deeply, this was obtained from BPS which fell from 5.02% in the 1st quarter of 2019 to the 2nd of 2.84% in the first quarter of 2020. (2) The pandemic has created a culture of prolonged uncertainty that weakens investment and has implications for business cessation. (3) The whole world is experiencing a weakening economy, causing commodities to decline and Indonesia's exports to several countries are also halted. The impact that has occurred in the world economy, especially in Indonesia, was so terrible, such as the tsunami layoffs that occurred in Indonesia, many companies have closed down, such as the PT Ramayana group, Monday, June 8, 2020, regarding the impact of Covid-19 where the Government stated that the rate of layoffs (PHK) had reached 3.05 million.

Deputy for trade and industry coordination from the Coordinating Ministry for the economy, Bambang Adi Winarso, said "There is no job creation". How ironic is the current situation where school graduates from SMA, SMK, Diploma, and Higher Education are so large while currently there are no jobs, even what happens is job losses? The Ministry of Manpower reported that the workforce affected by Covid-19 was around 3.05 million people (as of 2 June 2020) and it is estimated that there will be more unemployment, both intellectual unemployment, which could reach 3.23 million, he said in a discussion on the week of June 7, 2020.

A survey conducted by LIPI during the period 24 April-2 May 2020, with 2,160 respondents aged over 15 years spread across 34 provinces in Indonesia, said that the impact of Covid-19 was 15.6% of workers experiencing layoffs and 40% of workers experienced a decrease in labor income down by 50%. This condition is influenced by the survival of workers and their families, said Ngadi from the LIPI Population Research Center, as quoted in a press release, Tuesday, May 19, 2020. For this reason, every line of government, from the smallest RT (Rukun Tetangga) to the Central Provincial government should promote a creative society, create job opportunities and small industries in empowering the surrounding community. For this reason, it is necessary to empower communities in Indonesian territory. Jaka Sampurna West Bekasi Village from one of the sub-districts in West Bekasi is one of the regional technical institutions, which has the main task of assisting Bekasi District in leading, controlling, and coordinating the administration of government affairs and public services which are the authority of Jaka Sampurna Village, which includes the affairs of Government, Population, Social Welfare, Economy and Development, and Security and Order.

### 3. IMPLEMENTATION METHOD

The implementation method is the basis or reference so that the process in this community service program runs systematically, structured and directed. After the process of field observation and problem identification is carried out, solution planning will be carried out. Then implement the solutions offered by partners. The method to be used in this program is shown in Figure 1.



Figure 1. Program Implementation Method

#### 4. RESULTS AND DISCUSSION

In general, the results of community service activities include the following components:

a. The success of the target number of training participants

The target for training participants was as previously planned, namely 20 female PKK participants in Jaka Sampurna village, thus it can be said that the target participants were 100% achieved. This figure shows that community service activities seen from the number of participants who participated can be said to be successful.

b. Achievement of training objectives

The achievement of traditional hair care training objectives is good, but the time provided and the circumstances that are currently experiencing Covid-19, where people are not allowed to gather, learning is only done online by using zoom resulting in during practice each step is carried out independently at the house with monitoring of the results of the practice submitted through the WA device and google classroom so that participants do not experience the practice directly accompanied by the P2M team.

However, it can be seen from the results of the training of the participants which were taken from the video on how to work and the final results of the work can be seen from the graph below:

Images and graphics 2. are made in 1 center column with minimum width (horizontal side) of 85 mm and a maximum of 170 mm, with the format in line with text and aligned with the center.

Based on the graphic 2., student performance given to Participants begins with providing knowledge and demonstrations online, by holding webinars, and in the process being guided and guided by watching video tutorials. Then students are asked to do traditional hair care correctly to produce the following values and knowledge results: participants who show excellent performance are 10 people with an average score of 80 with a presentation value of 50%, then those who enter into the good criteria are 6 people with an average value of 75 with a presentation value of 30%, the third criterion is good enough to get an average score of 70 as many as 4 people with a presentation value of 20%.

When viewed from the results below, it can be concluded that the objectives of this activity were achieved. This can be seen from the average score of the participants who were in the good category even though the time for providing materials and mentoring was only 2 (two) days.



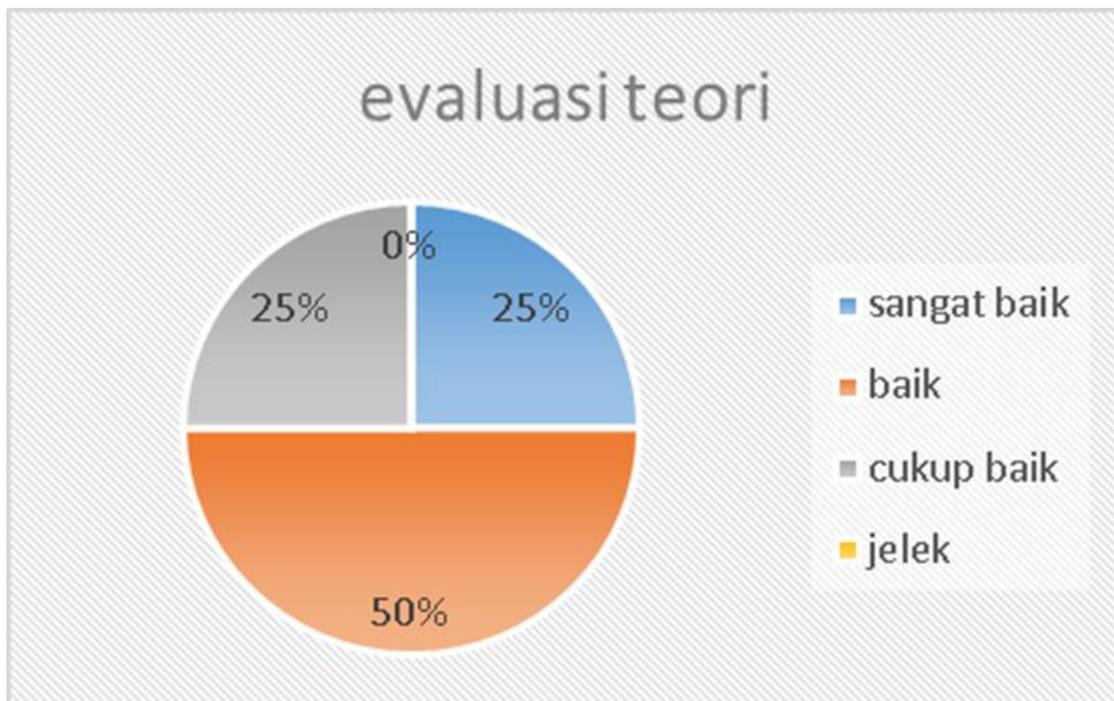
**Graph 2. Effectiveness of practice results**  
Source: doc.Personal

c. Achievement of material targets that have been planned

The achievement of material targets in community service activities is good because the material provided has been delivered as a whole. The material that has been submitted is: (1) Understanding traditional hair care, (2) Traditional Hair Care Goals (3) Factors affecting hair health, (4) Traditional hair care tools, ingredients, and cosmetics, (5) Natural ingredients for traditional hair care. The work steps in hair care are presented through learning videos, then evaluation for knowledge is carried out simultaneously after presenting the material.

d. The ability of participants in mastering the material

The ability of the participants, seen from their mastery of the material, is still lacking due to the short time in delivering the material and the different abilities of the participants. This is because the amount of material is large and some Latin languages are difficult to pronounce and remember. The results of the evaluation of the participants' mastery of the material are as follows:



Graph 3. Theory Evaluation  
Source: doc.Personal

Based on the graph 3. above, it can be seen that the level of ability of the participants varies. However, if viewed as a whole from the results of the assessment in terms of material management, 25% of the participants got a very good range of scores of 86-80, 50% of the participants got good scores in the 70-80 range there were 10 people or (50%) and as many as 5 people 25 % scores is good enough that is in the range 70-60. If average, it shows that the ability of the participants to master the material can be said to be good, this is shown by the participants who get a score in the 70-80 (B) range of 50% or half of the number of participants, even though there are participants who have excellent or good enough mastery of the material, it can be concluded that participants can follow and understand the material given by the speaker well.



Graph 4 Participant Satisfaction

Source: Doc.Personal

Based on the graph 4. above, it can be seen that the participants were satisfied with the P2M implementation organized by UNJ. It was seen that 19 people strongly agreed and 1 person agreed. The indicators of increasing knowledge state that the P2M activities carried out add insight into knowledge in traditional hair care with an assessment of 18 people (90%) who strongly agree and 2 people (10%) agree. The third statement with indicators of services provided fulfills the needs of participants, with an assessment of 18 people (90%) who strongly agree and 2 people (10%) agree. Furthermore, for the indicators of following up on each problem, it was stated that 18 people (90%) strongly agreed, 2 people (10%) agreed. The last indicator states that 19 people (95%) strongly agree with the P2M program to be continued again and 1 person (5%) agrees with the sustainability of the P2M program.

## **5. CONCLUSIONS AND SUGESTIONS**

From the data above, it can be concluded that the P2M activities that have been organized by the team can fulfill the need for knowledge and skills needed for participants as a provision for life and can be used to increase income.

In terms of service to participants, P2M members provide services according to the needs of participants, so that participants are well served during the training process. Participants also felt that every question and complaint raised was well served and followed up by the P2M team, even though some participants felt they were not well served, this was due to limited time in online learning, network constraints, and not face to face so that demonstrations and direct practice cannot be done clearly.

The participants of the traditional hair care training were satisfied with the P2M activities carried out by the team as seen from the enthusiasm of the participants in traditional hair care and wanting to add hours for traditional hair care. So that the participants felt that if there were similar activities such as traditional hair care training held by the UNJ, both the participants and the Jaka Sempurna village wanted to get involved again.

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