

Empowering Women Through And Business Parchwork And Quilt At Bandung City
In The West Java

by:

SITI AMINAH

121120140508



Master Of Integrated Microfinance Management

Faculty of Economics & Business

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I. INTRODUCTION

1.1 Parchwork And Quilt Home Based Industry

Patchwork is a plain piece of fabric and patterns that are combined to form a specific pattern. Patchwork pattern is diverse and can freely create their own patterns. While quilting is a refinement of the results patchwork gives nuance to the patchwork. Quilting is suppressed stitching quilting follow the lines that have been made in the field patchwork. The patchwork fields has been merged with dacron (sponge type material), and a piece of fabric layers. Quilting lines there exist various circular, oblique lines, square and so on. But in the hands of people who are creative, patchwork can be transformed into beautiful bedcovers, quilts, curtains, bags, dolls, coasters, and others. Utilization can rag to beautify the room, living room, or in any corner of the house. Patchwork, quilting and appliqué techniques is the use of patchwork .

Besides the benefits of patchwork can fill the time for mothers and young women can also provide an additional entry for them. The raw material used is very low because it comes from the rest of the fabric that is not used anymore . Quilting has a good business opportunity because of the resulting product is unique and creative. In Indonesia, craftsmen still sedikt quilting. Therefore, there are many opportunities for mothers and young women to develop this quilting business.

1.2 The Role Of Women In Business Parchwork And Quilt

It can not be denied that women have a major role in the economic progress in the world. Why not, most people who shop both online and offline are women. Women also play an important role in making decisions on the purchase of goods And also, do you know that the total market value of the product of women in the world was worth one-third of total world GDP. This proves that the role of women to improve the economy of the world .

Then, why do not we help women to become entrepreneurs so that they can provide a greater impact on the economy ? Based on the data obtained from the IFC in the countries which are members of the G20 , there are around 8-10 million women entrepreneurs are formally involved in the SME (Small and Medium Enterprise) and 31 % of SMEs in the country are women. The data also show there were 100 million more women in the world who have started to do business.

In addition, there is an interesting fact related to business woman. This fact is stated that women entrepreneurs tend to employ more women in their business. Surely this is a positive thing to advance women in business .

So, how we can help women entrepreneurs in order to advance their business not only in the local market, but also advanced into the global sphere. This is the basis to help encourage women in Indonesia to become a successful entrepreneur later.

II. THEORETICAL ORIENTATION & RESEARCH METHOD

2.1 Women Empowerment

The dominance of Indonesian people who are female are things that should be the full attention of all parties. The women or society of working age who are still unemployed can be given a training in order to provide income for life .

Skilled Crafts Rag (Patchwork Quilt) is a very good alternative to dikembangkan the educated and low-income communities, because the craft of patchwork besides having `economic value , also in great demand by various groups and can be developed in areas involving human potential areas so be a competitive product .

On-the-spot approach and Bottom Up to the community as well as strategic alliances with various parties involved in the empowerment of women , the authors are optimistic that through our proposed integrated program will create an effective business activity and economic value.

2.2 The Risk Of Competitors

Competition will always be in deploying , but in overcoming one of the challenges of doing business is the emergence of competitors in the same business . Mrs. Yanti , business owners Ethnic Gallery reveal competition in business will always exist and can not be avoided. There are several things that must be prepared to face the competition of business, among others :

a Mature concept .

Running a business is not only took the idea and passion alone . However , a mature business concept is also very necessary. The concept of a mature business will help to be able to recognize the potential and market share in the business you want to target. In addition, the concept of mature business will also create a business can be more optimally.

b Careful planning.

The concept of a mature business , will help to create a business plan that also mature. "In business can not be arbitrary because in business, if planning is not done, everything will be in vain and great loss, " he explained. In careful planning, a business plan must be made.

Are included in the business plan include: outlining the business concept, vision, mission, promotional plans, marketing plans, employee, financial regulation plan, to determine the risk analysis that may be experienced in the business .

i. Evaluation and innovation.

Competition with other similar businesses often can not be avoided. But actually this competition can make more creative to create more innovative and will make to create an added value in the products sold . Innovation is done in a variety of side will attract customers to glance at our products compared to competitors.

In addition to innovation, also required an evaluation of business continuity. An evaluation of the shortcomings and more value in business is also required to further advance the business done.

ii. Expansion of the market .

To deal with business competition, one of the ways that can be used is to expand the product market. This product market expansion could mean expanding the focus and target market being targeted. The expansion of this market share will also increase revenue while providing added value to the customer of the product sold .

In addition to expanding market share, market expansion can also be done by opening a new business branches. Branch of this new venture will help to control the market for similar enterprises. " However, before doing business system should branch expansion has been strong and stable, " he advised.

iii. Standardization .

Have many branches of business can indeed help overcome tough competition in the business. Only thing to note is the similarity of product variants that are sold in all branches owned.

iv. System.

A powerful business system will help businesses to survive longer and the desired benefit. Create a business system that is stable and strong. After the

foundation of a strong perceived effort , then do the expansion of the market with a variety of business systems is desirable, for example to open a branch, until the franchise. " With a system that is robust and consistent effort will be a positive value for investors who are interested in doing business.

2.3 Sustainable Development

Wikipedia : Sustainable development is a process of development (land, city, business, community, etc.) principled" meets the needs of the present without compromising the fulfillment of the needs of future generations "

Universal Declaration on Cultural Diversity (UNESCO, 2001) further explore the concept of sustainable development, by stating that " ... cultural diversity is important for humans as well as the importance of biodiversity for nature ". Thus " development is not only understood as economic development, but also as a means to achieve the satisfaction of intellectual, emotional, moral, and spiritual ". in this view, cultural diversity is the fourth policy of the scope of the policy of sustainable development

III. EMPOWERMENT OF WOMEN TO POVERTY ALLEVIATION

3.1 Increased Family Income

Efforts Achieve a gender equality in Indonesia started long ago : however, the effectiveness of Reviews These Efforts has been the subjects of much debate. Kartini a prominent Indonesian national hero and pioneer in the area of women's rights in the country, is a reminder of Indonesian struggle against gender inequality before Indonesia gained its independence . After independence, the government continued Efforts to Achieve Gender quality throught various development policies and programs, particularly through gender mainstreaming and women's empowerment.

According Novian (2010) empowerment of women is the empowerment of women attempt to gain access and control over resources, economic, political, social, cultural, so that women can organize themselves and increase the self-confidence to be able to contribute and participate actively in solving the problem, so as to build capacity and self-concept. The empowerment of women is a process once the destination. As a process, empowerment is the strengthening of power and empowerment activities of vulnerable groups in society. As a destination, then empowerment refers to the state or the results to be achieved by social change, which people become empowered.

Start a business does not always have to have a certain ability or education, for example, Mrs. Yanti who claimed not to have basic education craft. She was a housewife. In Act No. 9 of 1995 are: citizen-owned, stand-alone, directly or indirectly affiliated with medium or large businesses and individual business entity, whether incorporated or not. Home Industry also can mean domestic industry, as included in the category of small family-run business.

Armed with the spirit of training and seminars SMEs as well as a strong desire to alleviate poverty especially for women who do not have formal education and are given training and work experience for business development Ethnic Gallery Mrs. Yanti initiated since 2009 with berbagaimacam quilt and patchwork products include bedcover, blankets, sheets, pillowcases, and others.

3.2 Challenges for women In Family Support

In the entrepreneurial world to run a business will have some obstacles that threaten business continuity. Just as a competitor or competitors who open a similar business that is new or existing players first open a similar business before us. To sell a product with more extensive and competitive rivalry, the Ethnic Gallery marketing by following exhibitions, fairs and create a special website to showcase their products in www.etnikgaleri-yanti.com. Ethnic Marketing Gallery is still limited in the city, except for booking via the Internet, the product Ethnic Gallery sent in all parts of Indonesia.

IV. CONCLUTION

- a. training to help and encourage women to be able to develop self- competence,
- b. business strategy and product marketing,
- c. understanding of the regulation and government regulations relating to the business, and,
- d. micro-enterprise networking / business training forum.
- e. The change in the proportion of women's income from the home industry in supporting an increase in family income before and after the introduction of empowerment

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