

Fostering Entrepreneurial Interest among Housewives through Cake-Making Training in Fatukoa Village, East Nusa Tenggara

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Abstract

This article examines the importance of entrepreneurship for homemakers in Fatukoa village, one of the areas undergoing rapid development in terms of housing, commercial premises, government offices, and schools. The study aims to stimulate entrepreneurial interest among the target group through training in producing value-added food products such as brownies, *nastar*, and blossom tofu. The method used is PRA (Participatory Rural Appraisal), which involves the active participation and involvement of the target participants and activity partners. The partners of this community service are village officials. At the same time, the target group is homemakers aged between 20 and 60 in the area (RT 13) in Fatukoa village who are interested in learning how to make brownies, *nastar*, and blossom tofu from local ingredients. The training take place in the Village Hall on December 2023. The results show that the products produced are marketed at affordable prices and are in consumer demand. It is concluded that this community service activity has succeeded in increasing the knowledge, skills, and income of the target group in Fatukoa village.

Keywords

Entrepreneurship; Fatukoa; Training; Value-Added Food



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1. INTRODUCTION

Entrepreneurship is the quality needed for being an entrepreneur. It is not a static or fixed trait that applies over a long period but rather a skill that demands innovation and adaptability to its dynamic. Entrepreneurship can enhance the quality of both individual and community, including but not limited to its mentality, achieved through various means, whether the educational institution, training institution, workshop program, etc. (Haas & Fischman, 2010).

Entrepreneurship is not limited to the rich and educated. Anyone can be an entrepreneur with the passion, creativity, and perseverance to pursue their dreams. In this case, homemakers have an equal standing as entrepreneurs. A housewife is a married woman who does not have a paid job but takes care of her home and children. Often seen as passive and dependent on their husbands or families for their livelihood, homemakers can be active and independent economic and social agents. By developing entrepreneurial skills, homemakers can create businesses, generate income, and contribute to their communities. This can be achieved from formal education, informal training, practical experience, and mentoring to acquire the knowledge and skills needed to start and run a successful business (Swanson, 2024).

Entrepreneurship's role in homemakers' lives has become increasingly significant. With the growing need for financial independence and personal fulfillment, entrepreneurship offers a viable path for homemakers to break free from the constraints of traditional domestic roles and contribute to the economy. The urgency of entrepreneurship skills for homemakers stems from the fact that they are often underutilized resources, possessing skills and talents that can be leveraged to create value in various sectors (Samani, 2008).

Suganthy & Asokhan (2021) has highlighted the importance of entrepreneurship for women, including homemakers, in enhancing their capabilities, increasing decision-making status in the family and society, and ultimately leading to overall empowerment. Developing entrepreneurial skills can help homemakers transition from solely responsible for domestic duties to becoming financially independent and socially active individuals. This shift is crucial for communities' economic development and women's empowerment. Furthermore, the challenges women entrepreneurs face, such as lack of access to financing, limited business literacy, and societal norms that discourage women's involvement in business, underscore the need for entrepreneurship skills among homemakers. By acquiring these skills, homemakers can better navigate these challenges and successfully establish and

manage their businesses to improve their families and society (Rebecca Calder et al., 2021).

Fatukoa Village is one of nine urban villages in Maulafa District, Kupang City. This village has an area of 1,972 hectares, a population of 4,154 people, and 1,270 households. It is experiencing rapid development in housing, commercial facilities, government offices, and schools. However, its residents are mostly farmers with a rather big family. Not to mention, the stunting rate in this area is significant. Based on the status quo, it can be seen that people in Fatukoa village need more income to meet their families needs, so a long-term solution is more suitable for taking care of the situation. Since most women in the area are homemakers who only take care of their husbands and children without making money from paid jobs, having an entrepreneurial interest may lead to a change in mindset, resulting in more businesses owned and run by them. Without a doubt, it can help homemakers to provide better nutrition for their children and improve their families' financial condition. That's why fostering entrepreneurial interest among homemakers is a crucial issue that needs to be solved, given the benefits.

Due to the minimum to almost no service research conducted in Fatukoa village focusing on entrepreneurship, this research is counted as one of the early research projects to know how significant the training approach is with the entrepreneurial interest of the homemakers, as well as the implementation of it. This community service aims to provide the target group of housewives aged between 20 and 60 with knowledge and understanding of the importance of entrepreneurship. Furthermore, this activity provides skills in setting up and running a business by producing value-added food products such as brownies, nastar, and blossom tofu.

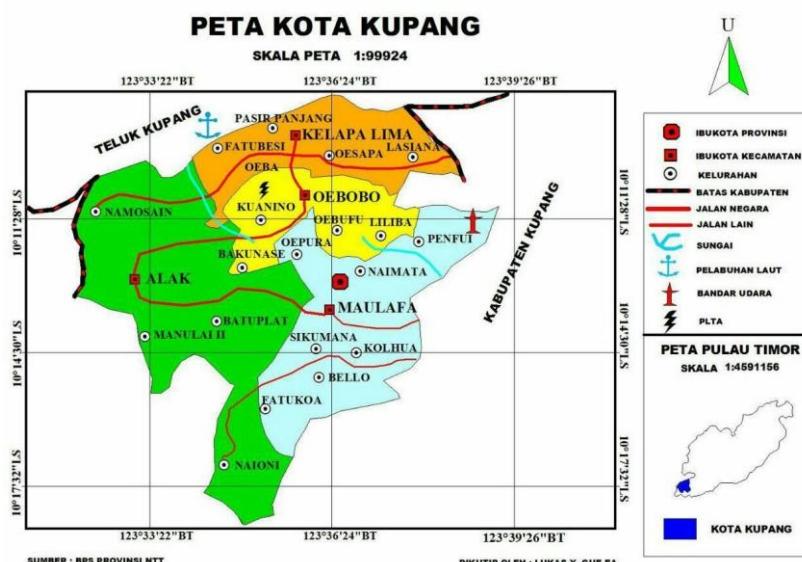


Figure 1. Map of Kupang City

Given the socio-economic context of Fatukoa Village, fostering entrepreneurship among homemakers can be a pivotal strategy to enhance the well-being of families and the community. By providing homemakers with the necessary skills and knowledge to start and sustain their businesses, they can transform their lives and contribute significantly to the local economy. This empowerment can lead to increased household income, better nutrition for children, and improved quality of life. Furthermore, generating income and becoming financially independent can boost homemakers' confidence and social standing, allowing them to play a more active role in community decision-making and development.

Implementing entrepreneurial training programs tailored to the needs and realities of homemakers in Fatukoa Village is essential. These programs should not only focus on practical business skills but also address the unique challenges faced by women in this community. This includes providing access to micro-financing options and mentorship opportunities and creating supportive networks that encourage and sustain entrepreneurial activities. Additionally, leveraging local resources and knowledge can make these programs more relevant and effective. For example, training sessions on producing and marketing local food products, as mentioned earlier, can tap into existing skills and cultural practices, making it easier for homemakers to start their ventures. Such holistic and community-oriented approaches are crucial for ensuring the long-term success and sustainability of entrepreneurship initiatives in Fatukoa Village.

2. METHOD

The PRA (Participatory Rural Appraisal) method is used in this service. This approach enables local people, especially the rural poor, to share their knowledge and opinions about their situation and participate in the planning and managing of development projects and programs. According to scientists, PRA is a methodological approach combining various techniques and tools, such as interviews, mapping, ranking, and diagramming, to facilitate stakeholder learning and action. In this case, the activity is done through demonstration methods and direct practice (Schroth et al., 2020)

The partners of this community service are village officials. At the same time, the target group is homemakers aged between 20 and 60 in the area (RT 13) in Fatukoa village who are interested in learning how to make brownies, nastar, and blossom tofu from local ingredients. The training will take place in the Village Hall on December 2023. The steps or stages in conducting the cake-making training were as follows:

2.1. Preparatory Stage

This stage was intended to prepare the materials, tools, and facilities needed for the training. The materials included flour, sugar, butter, eggs, tofu, pineapples, and other ingredients easily available in the village. The tools included knives, cutting boards, blenders, ovens, stoves, and pans. The tools were collected from the participants' belongings that could be donated for use, as well as purchased new ones that were not available. The facilities included the village hall's kitchen room, which the village head agreed upon as the training venue.

2.2. Implementation Phase

This stage was intended to carry out the training according to the schedule and curriculum designed by the devotion team. The training consisted of theoretical and practical sessions. The theoretical session covered the introduction of the products, the benefits of using local ingredients, the hygiene and safety standards, and the marketing strategies. The practical session involved the demonstration and practice of making the products according to the recipes provided by the devotion team. The products that were made were brownies, *nastar*, and blossom tofu. The participants were divided into groups, each assigned to make one product. The devotion team supervised and assisted the participants during the practical session.

2.3. Evaluation

This stage was intended to evaluate the outcomes and impacts of the training. The evaluation was done by using interviews and observations. At the end of the training, the participants were asked to measure their satisfaction, knowledge, and skills. The interviews were also conducted with the village officials to obtain their feedback and suggestions. The devotion team made observations to monitor the quality and quantity of the products, as well as the participants' attitudes and behaviors. The evaluation results were used to improve the training program and to plan the follow-up activities.

3. FINDINGS AND DISCUSSION

The cake-making training was held in the village hall on 11-13th December 2023 and was attended by around 20 housewives between the ages of 20 and 60 of the area (RT 13) in the village as the target group. The training focuses on developing the target group's interest in entrepreneurship, increasing their knowledge and skills to become

businesswomen, and helping them explore their interests and potential through continuous learning. The products made are brownies, nastar (pineapple-filled pastry), and blossom tofu, value-added foods.

The preparation began with the preparation of the materials, tools, and facilities needed for the training. The materials were all according to the recipes of the devotional team, which consisted of flour, sugar, butter, eggs, tofu, pineapple, cocoa powder, DCC, chocolate chips, milk, cheese, vegetable oil, carrots, salt, meat, onions, garlic and so on. The tools were collected from the participants' belongings, including knives, chopping boards, mixers, spatulas, ovens, stoves, pans, etc.

The participants then came into the hall for a 30 minute theoretical session. In this session, the participants were given some practical guidance on how to make the cakes. The session also covered how to set the price of the products, reach potential consumers, promote the product, and retain the engagement of the products. After that, the participants started to make the cakes according to the instructions given while still getting assistance during the practical session, which showed through the mirroring techniques of the mentor.



Figure 2. Demo of making brownies



Figure 3. Demo of making blossom tofu



Figure 4. Participants making master

Later, after the cakes were baked, the participants started to package, display, and sell the products at a reasonable price-ranging from IDR 2,000 to IDR 3,000/piece. Some participants asked follow-up questions about the substitute ingredients for a certain case and advice on possible ways to display the products, so they got a more detailed explanation in the after-session.



Figure 5. Display of the brownies



Figure 6. Display of nectar and blossom tofu

The mentors held a quick interview session to assess the understanding of the target group after the service. According to the final interview, the participants and the village officials are enthusiastic about this community service activity. The reasons are varied, starting from the fact that it was their first experience of being involved in the service activity to the enjoyment they felt in making cakes they never made before during the service. There were also positive remarks from the participants that through this activity, they can be in a more harmonious social setting with their peers.

who are also striving to improve themselves by trying things they never do, things that aren't considered their expertise.

The feedback from the participants and village officials underscored the potential long-term impact of such training programs. Many participants expressed a newfound confidence in their ability to undertake entrepreneurial ventures, a critical first step toward economic empowerment. This training provided them with practical skills and fostered a sense of community and mutual support among the homemakers. By working together and sharing their experiences, the participants built a network that could be invaluable for their future business endeavors.

Moreover, the positive atmosphere and engagement during the training highlighted the importance of creating an encouraging environment for learning and growth. The participants' enthusiasm indicated they were willing to learn and eager to apply their new skills to improve their family's financial situation. This enthusiasm can be harnessed to develop further training sessions that cover a broader range of entrepreneurial topics, such as advanced marketing strategies, financial management, and digital literacy. Such comprehensive training programs can ensure the participants are well-equipped to handle the various business challenges.

The success of this training session also opened up opportunities for collaboration with local businesses and government agencies to provide continuous support for these budding entrepreneurs. Establishing partnerships with local markets, shops, and online platforms can help homemakers find sustainable product outlets. Additionally, securing small grants or micro-loans can provide the necessary capital for these women to start their businesses without the initial financial burden. Continued mentorship and periodic workshops can maintain the momentum gained from this training, ensuring that the entrepreneurial spirit among the homemakers of Fatukoa Village continues to thrive and contribute to the community's overall development.

4. CONCLUSION

Fatukoa Village, one of nine urban villages in Maulafa District, Kupang City, is implementing a community service to train homemakers aged between 20 and 60 on the importance of entrepreneurship. The PRA (Participatory Rural Appraisal) method was used in the training, which involved a cake-making training session. The participants were given tools and facilities, and the training took place in the village hall. The practical session involved demonstrating and practicing making products according to the devotion team's recipes. The devotion team supervised and assisted the participants, and the participants were asked at the end to measure their

satisfaction, knowledge, and skills—the training aimed to enhance the target group's economic and social contributions, increasing their daily income. The goal was successfully achieved. The participants and village officials were enthusiastic about the community service activity, mainly because it was their first experience of being involved in such an activity. Therefore, for the next community service, it could be considered to be carried out in Fatukoa village. Due to the abundance of plants in the area, discussing additional services related to healthy food processing using coconuts or vegetables or topics related to farming and animal husbandry would be beneficial.

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