



Training And Mentoring Of Making Doormats From Patchwork For Creative Business For Housewife In Pangmilang Singkawang

Rosmayadi ¹, Dian Mayasari ², Susan Neni Triani ³, Emi Sulistri ⁴, Insan Suwanto⁵
STKIP Singkawang^{1,2,3,4,5}

rosmayadialong@gmail.com¹, diansingkawang@gmail.com², susannenitriani@gmail.com³,
sulistriemi@gmail.com⁴, insansuwanto@gmail.com⁵

Keywords :

training, mentoring, doormats,
patchwork, creative effort

ABSTRACT

Training and mentoring program aims to facilitate the community in Pangmilang Village Singkawang especially for mothers of households to take advantage of the patchwork that often is not considered useful to be harnessed into a doormat. The patchwork can be collected from the local tailor was in the village Pangmilang, so it has the potential to be used as an extra income by making doormats. The resulting mat has three different types and models of doormats, i.e. the model's braids, mats models and model leaves. In the implementation of training and mentoring still-based household industries with capital and limited production, the production process is still very simple. The program is realized through the method of STM (socialization, training, and mentoring), namely through the practice directly in the field. Results obtained from the training and mentoring programs are the housewives are already skilled in making doormats made from patchwork foot and it can market products produced in the region around the Village Pangmilang.

INTRODUCTION

People in villages Pangmilang West Kalimantan is known for the diversity of tribes residing in the village such as ethnic Malay, Dayak, Chinese, and Javanese many diverse tribes make villages Pangmilang increasingly viewed by the public because of comfort and peace in the village. Pangmilang majority of people in the village are farmers, In Singkawang the village Pangmilang known as area Agropolitan area (BPTP Kalbar, 2008). Mothers generally helpful household income families by helping on the farm itself. However, the work performed by mothers of the household is light work only.

One thing that becomes the obstacle to a job in the field of agriculture is the rainy season (Suwarno, 2017). At the time of the rainy season, the mother-housewife in the village Pangmilang in General only silence at home without doing the work are productive. So at a time when the rainy season arrived family income will be reduced because of the mothers of households not productive work. Therefore required an effort to confront this problem. One of the efforts made is to do other productive activities or business that can be done by mother-housewife in the rainy season in the House. In line

with this problem, the village has a population of Pangmilang entrepreneurs engaged in taylor. The remaining cloth garments sewing results commonly known term patchwork abound that can't be utilized again and then stored in a warehouse or even remove. This is certainly very unfavourable if the rest of the production results were not utilized. Therefore required a creative effort to exploit the patchwork the rest of the clothing production. One of these is a creative effort by utilizing rags or patchwork to create something that has value let alone see the environmental conditions present a potential for increased earnings (Harahap, 2018).

The abundance of patchwork that was rejected by the local community to encourage the realization of the idea to cultivate patchwork into products that can be sold and economically valuable one that is doormats. These processing skills necessary patchwork given to mothers of households in the Village Pangmilang with these skills so that later it can increase revenue or earnings in addition to working as a farmer.

Skills in making doormat feet made the patchwork can be trained by providing training and mentoring for the mother's households by lecturers and students STKIP Singkawang. The skills of making recordings of the distance given are making doormats shaped love, woven mats, and woven braid circle by using a needle, thread and the main ingredient of the patchwork manually and limited quantities. Household mothers who become a participant training and mentoring are the mother-housewife in the RT 09 and RT 10 actually has the advantage because the raw materials are in the environment they are very numerous and easy to find.

METHOD

Training and Mentoring did train the skill of making a leg made from recordings of the patchwork. Mentoring is done for housewives in the neighborhood of the village Pangmilang, in this case at RT RT 10 and 11. This mentoring program involves supervising lecturer and students STKIP Singkawang being KKN. The method used is to provide socialization, training, and mentoring that is through direct practice in the manufacture and marketing doormat doormat has been completed.

Socialization is given by inviting mothers of households with a discussion about the creative effort that can be done to increase the family income, by utilizing the basic ingredients are easily available in the Village Pangmilang Area. Training provided directly to participants that mothers in making doormats made from patchwork to prepare all the tools and materials so that participants do not hassle in training. Training is given for 2 months at each end of the week by lecturers and students STKIP Singkawang KKN. While mentoring is done for 2 months with accompanying the creation of a doormat doormat marketing efforts and walk away.

RESULTS AND DISCUSSIONS

Community service activities with women empowerment households to cultivate patchwork be doormats economic value require measures very long time to cultivate the skill and patience in the process. This service program is expected to generate empowerment and capacity building of small and medium enterprises to develop her potential. In addition to meeting the needs of such equipment and materials patchwork processing, service programs can also provide job opportunities to the people, especially housewives in improving the economy of the family. Programs that do are training gradually to mothers of households in the Village Environment Pangmilang dala patchwork process in making doormats to increase the family's income.

This community service activities also assist partners up with marketing or promotional activities using social media for marketing doormat is expected to be a solution partner in developing the business and promotional doormats wider in marketing their products. Photo doormat ready for sale in the upload on social media is designed to introduce Pangmilang urban profile and the products they produce. In addition, the photo also doormat is designed as attractive as possible to attract the attention

of consumers.

Social media containing each housewife with a group profile and products processing patchwork they produce. In addition, also designed each mat promotional photos that interest groups and examples of mat production the group members. The program aims to improve the understanding and skills in the media promotion and marketing strategies. Generated model of a media campaign in the media, both print, and the Internet; This is important as a form of building brand awareness to consumers. Planning and management so that clear business targets and objectives have a direction to the development of the more established businesses. This outcome is targeted to be the solution.



Fig 1. Example of Model / Motif of Doormats Patchwork



Fig 2. The Activity Of Program Service



Fig 3. Training Of Making Doormats

CONCLUSION AND SUGGESTION

A. Conclusion

The dedication program goes well with reference to the problems of patchwork abundant in people with the holding of community service programs to process it into a mat that has economic value. So as to make patchwork be doormats can increase family income in the neighborhood Pangmilang village a solution to the problems being faced by the program was designed based on the problems the program partners. As of today, there are several programs that have been implemented, namely the division of doormats to the public as a promotional product doormats.

B. Suggestion

Expected this activity to become a solution partner to increase the amount of production of various preparations patchwork of each month. Well designed social media will do the marketing that is expected to be a solution partner in developing the business and the sale of processed patchwork wider in marketing their products. Also carried out activities of exploration to improve access to capital by collaborating with Village Chief and local communities in villages Pangmilang in Singkawang. Other activities include the planning and management of a clear business that targets and goals have a way to the development of more established businesses.

ACKNOWLEDGMENTS

Thanks to Chairman of STKIP Singkawang and Head of Institution Community Service which has given the opportunity to our group in performing one of our obligations from “Tri Darma Perguruan Tinggi” that is a dedication to society. Thanks to were also conveyed to the Pangmilang Village Chief and the people who participated in this activity.

REFERENCES

- BPTP Kalbar. (2008). *Meningkatkan Pelayanan Melalui Revitalisasi Tim Komisi*. Pontianak : Badan Penelitian dan Pengembangan Pertanian Kementerian Pertanian Po<http://kalbar.litbang.pertanian.go.id/index.php/berita-mainmenu-93/33-rekomendasi>
- Harahap, K., & Amanah, D. (2018). Peningkatan Daya Saing Usaha Mukena Dan Keset Kaki Di Kecamatan Percut Sei Tuan. *Jurnal Pengabdian Kepada Masyarakat Universitas Negeri Medan*, Volume 24 No 1, Halaman 502-509.
- Suwarno, Dodik. (2017). *Tantangan dan Hambatan Tanam Padi di Musim Hujan*. Kediri : Kompasiana.<https://www.kompasiana.com/pewartawargakediri/5a1c1b810289a73908491192/tantangan-dan-hambatan-tanam-padi-di-musim-hujan>.