

# Impact of the Business Program for Increasing Family Income on Community Income of Nagari Situmbuak Salimpauang District

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**Abstract.** The problem in this study is that women in Nagari Situmbuak are only dominant with housework, due to the lack of employment opportunities for women and the skill possessed by women in Nagari Situmbuak are still very limited. The purpose in this study was to determine the condition of income before and after the existence of UP2K and the impact of the UP2K program on people's incomes in Nagari Situmbuak, Salimpauang District. The research method used is descriptive qualitative method. Sources of data in this study were the chairman and members of UP2K Pelangi Situmbuak, documentation of UP2K Pelangi activities. Data analysis was carried out with the aim of evaluating and interpreting the data collected by analyzing the data obtained in the field. The results showed that after the existence of UP2K the community felt the benefits, namely the income of the people in Nagari Situmbuak increased and mothers had their own income to help their husbands' income and with the existence of UP2K Pelangi is had a positive impact on the community, namely the community received training and could borrow capital from savings and loans in UP2K to open or venture capital.

**Keywords:** UP2K; Increasing Income

## 1 Introduction

Family empowerment and welfare (PKK) is a national movement that grows from, by, and for the community with women as the main driving force towards the realization of a happy, prosperous and independent family. The purpose of the establishment of this program is to improve the quality of women through women's empowerment programs that are directed at developing and utilizing the potential that exists in these women. One form of the PKK activity program is the activity UP2K (Family Income Improvement Effort) which is one of the PKK Pokja II work programs which aims to improve abilities and skills in increasing family income.

This empowerment program is a driving force for women's progress so that they can play their dual roles well, namely as family managers, breadwinners, and development actors. The women's empowerment program is then directed to realize equal partnerships between women and men in family life, society, nation, and state. The target of this activity is expected to be able to develop and elevate the potential that exists in women which allows them to take advantage of equal rights and opportunities for development resources, welfare the main goal of the UP2K program. This is because the family is the smallest unit of society that will have a



Business (UP2K) program to improve family living standards. The Family Income Increase Business Program (UP2K) is an effort to improve family welfare and resilience, which is reflected by the increasing ability of families to meet family needs. Efforts to Increase Family Income (UP2K) is one of the implementations of policies in the field of women's empowerment in terms of the economy. The UP2K program operates under the coordinator of the PKK Mobilization Team and the Women's Empowerment Section of Tanah Datar Regency. Before the UP2K program, many women in Nagari Situmbuk did not have their income. Women in Nagari Situmbuk are still dominant in household chores such as cooking in the kitchen, washing, and other household activities.

Based on the results of an interview with the head of UP2K Pelangi Situmbuk (Yelsi Besra), he said that before the existence of UP2K Situmbuk, women in the Situmbuk village were only dominant with housework. In addition to the lack of employment opportunities, the skills possessed by women in Indonesia are still very limited. With the breakthrough from the PKK through the Work Program II (POKJA II), one of which is about UP2K, the enthusiasm of women, especially housewives, is very high. So that currently, UP2K Pelangi Situmbuk has received many national awards, one of the crafts that have become the prima donna there is "*Sulam Kapalo Samek*". Thus, specifically at the Elementary School in Nagari Situmbuk, the UP2K (embroidering) activity is an extracurricular activity for the children there. In addition, the girls there are also taught to embroider which will be passed on to their children and grandchildren.

## **2 Method**

The type of research conducted is field research. The data source in this study is the primary data source. In this study, researchers obtained data from the chairman and members of UP2K. The technique used by the researchers in collecting data in this study was through observation, interviews, and documentation. In the observation, the researcher observed the activities of women's skills in an effort to increase family income, interviews were conducted with the chairman and members of UP2K, and the researchers collected document data in the form of photos of women's activities and skills and UP2K data. In this case, the researcher uses qualitative analysis to get an overview of the problem under study. The steps in managing descriptive data are: (1) Collecting data sources related to the problem under study. (2) Reading, analyzing and recording data sources that have been collected. (3) Discuss the problems raised. (4) Interpret it based on the views of experts so that the problem is solved. (5) Draw conclusions.

## **3 Results And Discussions**

### **3.1 The Business Form of UP2K on Community Income in Nagari Situmbuk**

Business to Increase Family Income (UP2K) in Nagari Situmbuk was formed in 2000 but was managed effectively in 2002. The initial capital came from village fund assistance of Rp. 1,000,000 (One Million Rupiah), which this money became the initial capital for UP2K in Nagari Situmbuk. The name of UP2K in Nagari Situmbuk is UP2K Pelangi, after some time UP2K Pelangi has been on hiatus for 5 years since 2007 and was resumed in 2013. The one who was appointed as chairman was Sri Mulyanis who was trusted by members of UP2K Situmbuk.

During his leadership period, well-organized and well-executed programs and management began to be formed.

Members who are members of UP2K and recorded as many as 20 people from various during in Nagari Situmbuk. The dominant members are housewives, farmers, traders, and people with low incomes. The source of funds for UP2K Situmbuk, apart from village funds, also comes from savings and loans from UP2K members to date. For members who are constrained by capital problems, they can borrow funds from savings and loans at UP2K Pelangi. Forms of business in UP2K Pelangi Situmbuk (1) The Savings and Loans Implementing Group is a savings and loan business for members. (2) Sincere Food Implementing Group. His business is processing food products from local food ingredients into products, such as chips, sticks with various flavors, various fried foods, and traditional Situmbuk dishes such as *Lapek Punjuang*, *Lapek Nago Sari* from brown sugar, *Lapek New Style*. (8) Rice Sprigs Implementing Group Business processing local agricultural products in the form of Rice, Cassava, Sweet Potatoes, Fresh Vegetables (Col, Potatoes, Tomatoes, Beans, Carrots, and others) which are used by group members to be processed into food and snack products. (4) The Executing Group of Berkat Yakin. Usaha makes various sticks such as purple sticks, potato sticks, onion sticks, cakes, fried foods such as bakwan, pastels, risol, and various other foods according to orders. (5) The Special Group of *Kapalo Samek Embroidery* is the flagship product of UP2K PKK Pelangi Nagari Situmbuk, the business of *Embroidery Kapalo Samek* consists of individual businesses that are members of the UP2K Pelangi Group. This embroidery has its uniqueness both in terms of production and marketing, this craft is a superior product because the motif of *Kapalo Samek Embroidery* the typical, different from most embroidery, is beautifully embroidered manually by almost all the women in Nagari Situmbuk, a skill that has been passed down from generation to generation. for generations to maintain local culture and traditions.

The name *Sulaman Kapalo Samek* was given because the knot of the embroidery resembled the head of a pin which in the Minang language is called *Samek*, therefore it was given the name *Sulaman Kapalo Samek*. The products produced have also varied, ranging from brackets with the typical motif of *Kapalo Samek* Pelangi, kebaya, mukena, serving hood covers, gallon covers, tissue holder covers, chair cushion covers, tablecloths, sandals, bags, and refrigerator mats.

### **3.2 Condition of Community Income Before and After UP2K in Nagari Situmbuk The**

Condition of the community before UP2K, mostly as housewives and helping their husbands in gardening or the fields, due to the absence of special skills in the women in Nagari Situmbuk, the income of these mothers only from her husband, garden produce, and rice harvest.

The problem of poverty and low income of the community both in the village and in the city is still homework that needs to be found the best solution. Not a few think that women are the most vulnerable to being attacked by this "threat". So the solution is none other than strengthening the capabilities and capacities of "women" themselves to become figures who can fight for themselves, their families, and their environment.

With the roles and strengths that women have, family welfare can be improved when women are given the space to actualize their potential and receive support from their environment. The government also synergizes with the Family Welfare and Empowerment Mobilizing Team (PKK) to assist through various programs and activities targeting women and families. UP2K-PKK Pelangi Nagari Situmbuk, Salimpaung Sub-district, for example, proves that women can help support family income by carrying out various activities that have economic value.

This great potential is seen by PKK Nagari to answer existing economic problems by forming UP2K PKK Pelangi. This program is directed at increasing the participation of housewives/families in increasing family income as well as a forum for learning entrepreneurship and improving family productive economic business skills. This social-based activity not only improves social justice but also includes capacity building, community skills, especially women and other household members.

#### 4 Conclusion

Based on the research objectives that the author conducted, it can be concluded that the condition of people's income before and after the Family Income Improvement Business (UP2K) Nagari Situmbuk there was a significant change. This is evidenced by the results of the author's interviews with several members of UP2K, they felt the benefits after the existence of UP2K. Before UP2K, they were only at home with their children without any additional activities, many women in Nagari Situmbuk were only wives with no income of their own. Women in Nagari Situmbuk are still synonymous with domestic work such as cooking in the kitchen, washing, and other activities at home. In addition to the lack of employment opportunities, the skills possessed by women there are also very limited. However, after the existence of UP2K and joining and working with other members, it provides extraordinary benefits. This proves that women can help with family income by carrying out various activities that have economic value. This can be seen from the income obtained from the results of embroidering various works because at UP2K Pelangi Nagari Situmbuk *embroidery of Kapalo Samek* became the first prima donna there.

Based on the results of the study, the authors conclude, namely: with the existence of UP2K in Nagari Situmbuk, the income of the people in Nagari Situmbuk increases, and mothers have their income to help their husbands' income. Even girls who finished school also took part in embroidery activities, although there were still not many they began to enjoy the *embroidery of Kapalo Samek*. The existence of UP2K Pelangi has a positive impact on the community, namely the community gets training and can borrow capital from savings and loans in UP2K to open or work capital.

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