

Socialization of Strengthening the Role of Rural Women in Building Independent Villages and Creating Indonesia EMAS 2045

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ABSTRACT

Penulis melakukan pengabdian kepada masyarakat ini melalui pendekatan komunikatif dengan perangkat desa untuk melibatkan perempuan dalam berbagai kegiatan desa. Desa-desa yang dimaksud adalah Desa Kalawiran, Minahasa, Desa Bajangrejo, Banyuurip, dan Desa Simpang Sungai Duren, Muaro Jambi. Kesimpulan dalam artikel ini menunjukkan bahwa Penulis melakukan penjangkauan dalam pengabdian kepada masyarakat ini setelah memperoleh persetujuan dari perangkat desa agar perempuan dapat terlibat dalam setiap kegiatan desa. Namun, perempuan di desa tempat penulis melakukan pengabdian kepada masyarakat tidak memiliki kepercayaan diri yang tinggi dan pengalaman yang cukup untuk terlibat dalam kegiatan desa. Berdasarkan hal tersebut, penulis melakukan penjangkauan untuk meningkatkan kepercayaan diri perempuan untuk terlibat dalam kegiatan desa. Ada enam keunggulan perempuan dibandingkan laki-laki pada umumnya, antara lain sebagai berikut: 1). Menangani stres dengan lebih baik. 2). Lebih baik dalam menjaga hubungan. 3). Lebih baik dalam berkomunikasi. 4). Lebih baik dalam mengelola keuangan. 5). Lebih mampu multitasking. 6). Memiliki daya ingat yang lebih tajam. Keenam keunggulan ini penting dimiliki perempuan untuk meningkatkan kualitas kegiatan desa dan membantu mewujudkan desa yang mandiri. Terwujudnya desa mandiri juga dapat berujung pada terciptanya Indonesia EMAS 2045.

The author conducted this community service through a communicative approach with village officials to involve women in various village activities. The villages in question are Kalawiran Village, Minahasa, Bajangrejo Village, Banyuurip, and Simpang Sungai Duren Village, Muaro Jambi. The conclusion in this article show that The author conducted outreach in this community service after obtaining approval from the village apparatus for women to be involved in every village activity. However, women in the village where the author conducted community service did not have high self-confidence and sufficient experience to be involved in rural activities. Based on this, the author conducted outreach to increase women's self-confidence to be involved in rural activities. There are six advantages of women compared to men in general, including the following: 1). Handle stress better. 2). Better at maintaining relationships. 3). Better at communicating. 4). Better at managing finances. 5). More capable of multitasking. 6). Have a sharper memory. These six advantages are important for women to have to improve the quality of village activities and help create independent villages. The creation of independent villages can also lead to the creation of Indonesia GOLD 2045.



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INTRODUCTION

Village Independence is a very central issue in the development of a more empowered community. With the enactment of Law No. 6 of 2014, concerning villages, it provides a breath of fresh air. This policy no longer leaves villages incapable, further enhancing the rights and sovereignty of villages as a whole. If it is found that village law respects village diversity, as threatened in Article 4 concerning the objectives of village regulations. Several factors that influence the formation of an independent village (Sihombing, Muslianti, and Yunita 2022): a. Human Resource Potential: 1. Village communities have high motivation and culture. 2. Have a strong entrepreneurial spirit. 3. Have the abilities and skills that support the development of local potential. b. Natural Resource Potential: 1. Village potential has the potential to be competitive in development. 2. Management of village potential in groups by the community (centers). 3. The scale of the business is based on centers carried out by the community. c. Market: 1. Products developed by the community are needed by the market. 2. Community products have market competitiveness. d. Regional institutions and culture, implementing programs supported by village institutions that uphold local wisdom.

Benefits to be achieved by an Independent Village (HASSANATUNAJAH 2020): a. Developing the potential of the Village to improve the welfare of the community in its area through the opening of businesses. b. Increasing economic and cultural business activities based on local wisdom in the Village. c. Increasing the independence of the Village in carrying out development activities. d. Reducing the disparity in regional development between the Village and the city. Welfare is always associated with material, where the higher the productivity, the higher the income generated. Other measures of welfare levels can also be seen from non-material. The objectives of an independent village are quoted from (Solekhan 2014): 1) Making the village the basis of livelihood and sustainable community life. 2) Making the village a front end that is close to the community, as well as an independent village.

The prerequisite for an independent village is the existence of a meeting of empowerment movements from below and from within. Viewed from below means there is a civil society movement born from the collective bonds of public awareness of village residents. From within the government to build political communication of policies and involve the community in the political decision-making processes of village development (Ramadana 2006). Based on the explanation above, achieving an independent village is a necessity so that community income and welfare of rural communities can continue to increase. There are several subjects that can play a significant role in achieving an independent village. One of them is the role of women.

The specific definition of women is identical to the biological differentiation of sex. In (Daldjoeni 1987) it is stated that: "Women are humans who have reproductive organs, such as the uterus, and the canal for giving birth, have egg cells, have a vagina, and have tools for breastfeeding, all of which are permanently unchanged and have biological provisions or are often said to be nature (God's provisions)." A similar thing was stated by (Gintiyani 2021) from a biological perspective, women are often identified with vessels that are easily broken such as, smooth, weak and helpless. Culturally according to Nugroho, women are known to be gentle, beautiful, emotional and motherly. Meanwhile, in an etymological review according to Sudarwati and Jupriono the word woman has a fairly high value, not below but equal, even higher than the word man. This can be seen from the brief description below (Khotimah and Kiranantika 2019): 1. Etymologically, the word woman comes from the word empu which means master, a person who is skilled/powerful, or head, upstream, or the greatest. 2. The word woman is also related to the words auxiliary, ruling, support, safety guard, even guardian; the word to support means to hold back from falling or to support so as not to collapse; the word forgive means to rule (the country); there is another guardian, namely restraint, buffer, savior. 3. The word woman is also closely rooted in the word emuan; This word has been shortened to puan, which means a respectful address to women, as a counterpart to the word Tuan, which is a greeting to men.

Community participation/involvement is very necessary in development, especially in development programs. However, participation/involvement is not in the sense that the community

absolutely supports the programs planned by the government and participates in implementing activities in the programs planned by the government. However, the participation/involvement emphasized here is in the sense that the community participates/involves in decision making, activity planning, activity implementation, monitoring, and evaluation and shares responsibility. Thus, it is more likely that a program will be successful, even though there are still many obstacles to realizing the participation/involvement itself. Ikhsan Muharma Putra / Kafa'ah (Kumparan 2023): Scientific Journal of Gender Studies Women are one of the important targets of community empowerment. Women's empowerment is one of the entry points for community empowerment in reducing poverty. The women's emancipation movement places women in a central position. Based on the explanation above, this article aims to explain the role of women in creating independent villages and achieving Indonesia GOLD 2045 (Wikipedia 2024).

METHOD

The author conducted this community service through a communicative approach with village officials to involve women in various village activities. The villages in question are Kalawiran Village, Minahasa, Bajangrejo Village, Banyuurip, and Simpang Sungai Duren Village, Muaro Jambi. The following are the stages of the community service carried out by the author::

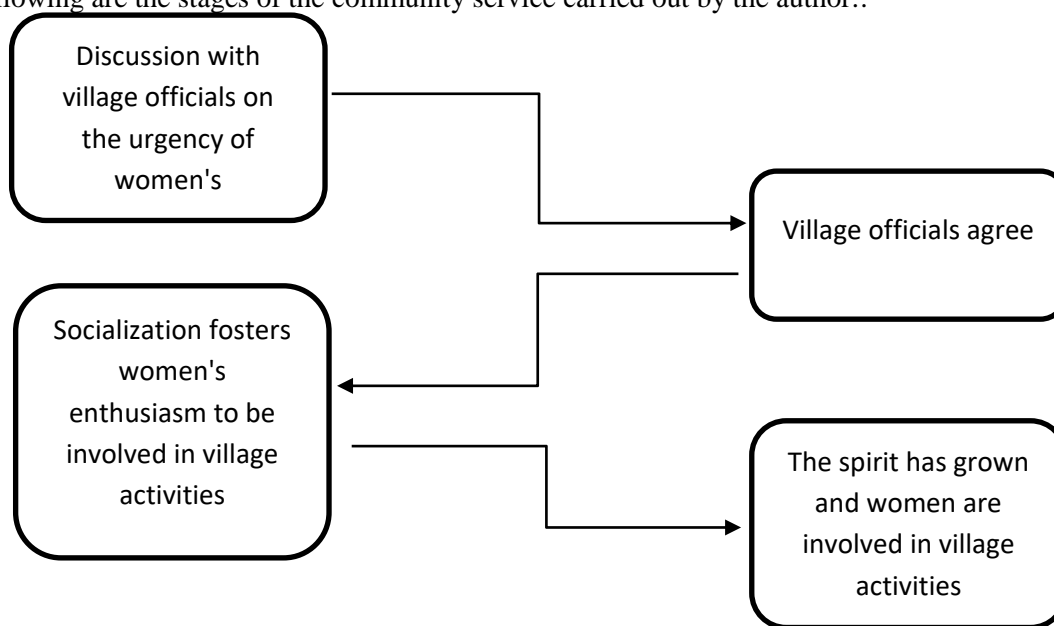


Figure 1. Stages of Service

RESULT AND DISCUSSION

Independent Villages and the Role of Women

Village Independence is a very central issue in the development of a more empowered community. With the enactment of Law No. 6 of 2014, concerning villages, it provides a breath of fresh air. This policy no longer leaves villages incapable, further enhancing the rights and sovereignty of villages as a whole. If it is found that village law respects village diversity, as threatened in Article 4 concerning the objectives of village regulations. Several factors that influence the formation of an independent village (Sihombing, Muslianti, and Yunita 2022): a. Human Resource Potential: 1. Village communities have high motivation and culture. 2. Have a strong entrepreneurial spirit. 3. Have the abilities and skills that support the development of local potential. b. Natural Resource Potential: 1. Village potential has the potential to be competitive in development. 2. Management of village potential in groups by the community (centers). 3. The scale of the business is based on centers carried out by the community. c. Market: 1. Products developed by the community are needed by the market. 2. Community products have market competitiveness. d. Regional institutions and culture, implementing programs supported by village institutions that uphold local wisdom.

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According to the Indonesian dictionary, socialization means the effort to popularize something so that it becomes known, understood, and internalized by the community or society. According to Islamic Banking, socialization is crucial for providing the public with knowledge about the advantages and superiority of a product. Socialization can be done through training, seminars, and other means. Socialization itself is crucial because without it, any goals we set

for ourselves or others will certainly not be achieved. The earliest social environment is the family. When a baby is born, he knows nothing about himself or his environment. However, the baby has the potential to learn about himself and his environment. What and how he learns is greatly influenced by the social environment in which he is born. And the learning process is not primarily from himself, but rather a result of socialization. Socialization is a general concept that can be interpreted as a process in which we learn through interaction with others, about how to think, feel, and act, all of which are very important in producing effective social participation. Socialization is a process that continues throughout our lives (Kurniawati 2018).

The author conducted outreach in this community service after obtaining approval from the village apparatus for women to be involved in every village activity. However, women in the village where the author conducted community service did not have high self-confidence and sufficient experience to be involved in rural activities. Based on this, the author conducted outreach to increase women's self-confidence to be involved in rural activities. There are six advantages of women compared to men in general, including the following: 1). Handle stress better. 2). Better at maintaining relationships. 3). Better at communicating. 4). Better at managing finances. 5). More capable of multitasking. 6). Have a sharper memory. These six advantages are important for women to have to improve the quality of village activities and help create independent villages. The creation of independent villages can also lead to the creation of Indonesia GOLD 2045.

CONCLUSION

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