

The Empowerment of Environmentally Friendly Women

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Abstract: The condition of rural women generally works as housewives with low education level. This study aims to empower housewives who do not work by processing household waste and utilizing the yard of the house. This article identifies how to empower women by utilizing organic waste to reduce environmental damage and increase the productivity of housewives. The research method used qualitative method with number of informant 10 housewife. This study designs a household waste processing activity that produces organic fertilizer used to cultivate ornamental plants by utilizing the yard of the house. The result of this research is able to increase the awareness of women to maintain the environment, synergize with the environment, foster creativity and entrepreneurial spirit through the cultivation of ornamental plants so that the creation of "environmentally friendly" house.

1 INTRODUCTION

Helplessness causes women to be less involved in some activities in the community. Women are considered less able to assume responsibility in society. Women have an important role in maintaining the continuity of sustainable development programs. The reality shows that the implementation of development is not with women, even marginalizing women (Khotimah, 2009). Therefore, the effort to increase women's participation is a step that needs immediate attention so that women can play role as opposed sex in some activities in society.

The phenomenon that occurs in women (housewives) today is not having bargaining power in social life, whereas the burden of households, especially in the management of the family economy, mostly done by women. As a result, the positions of women are increasingly trapped in both social and economic (Ratnawati, 2010).

The development approach through women empowerment is done to support and accelerate the achievement of quality of life and partners of equality of men and women. This can be done through socialization and advocacy activities for education and training for women in all fields.

Real conditions in the field show that resource utilization and management is mostly done by men,

ranging from activities in agriculture, livestock, small and medium industries, cooperatives, and other activities of economic nature. Whereas, women as members of the community also have the right to participate in the utilization and management of resources although the possible role will not be as big as the role of men. Sriwahyuni (2012) provides an illustration of the fact that women are less involved in resource utilization and management, whereas progress in various sectors due to the advancement of science and technology is a big challenge for women to always be able to utilize and manage their environment.

In addition, there is an environmental phenomenon, which occurs in this household life and become a massive problem that is household waste, both organic and non-organic waste. The existence of this household waste is felt increasingly become an environmental problem that must be started to think about handling it independently in the family environment level. (Zhilina et al 2017). Because, it is not possible to always rely on other parties such as the government, to handle waste. Especially in rural areas, garbage management is usually done independently, because it is not yet covered by government waste disposal facilities. Waste phenomenon can be an economic opportunity, with various efforts to manage waste independently which is becoming a trend of people's lives today

starting from sorting, recycling processing, so have the selling power in the market (Ratnawati, 2010).

Through a life skill program, one of the out-of-school education programs is present to help solve the problems that occur in the community. The problem of household waste becomes a potential in empowering women, especially housewives so that it can increase income for the family. The empowerment of women through this environmentally sound life sciences program is one part of sustainable development (as a strategy) requires the management of all-natural resources (especially non-living and man-made), manpower, financial and physical resources to be used for special welfare in the long run. (Subekti, 2010); (Aini and I Ketut, 2014); (Prasesty, 2011).

Kp. Nyingkir Sukabaru is one of the areas in Cihideung Village. In this region, the number of women is higher than the male population. Women's work there is mostly as housewives as well as agricultural laborers. The proximity of the region with the "Flores of Interest" Cihideung has the potential of agro-flowering plants. Local people need to be equipped with skills in ornamental plant cultivation. Aside from being an individual skill to meet the personal needs of the local community, it is expected to empower women to participate in the role of improving the community economy and socializing the diversity of local potentials.

This study has the advantage of other similar studies, this study examines the empowerment of women who up to the increase of entrepreneurial operations. Efforts to empower women are deemed necessary to expand the areas of study not only on improving women's self-competence but need to stimulate these competencies to foster entrepreneurial attitudes.

There is a lot of research related to women's empowerment for sustainable development. Bayeh (2016) reveals the role of women's empowerment and the achievement of gender equality in Ethiopia's sustainable development is less reflected and it takes a strong government commitment to empower women and utilize all the country's potential to realize sustainable development. Ocetkiewicz (2017) asserts that sustainable development is not only at the school level, but also in everyday life.

The opinions of some experts suggest that women's empowerment through education enhances women's decision-making authority within the household, asset ownership, or community participation (Samarakoon and Parinduri, 2015). Later life skills programs provided to women in an effort to strengthen the family economy contribute to

strengthening adaptive governance in households because of increased awareness of environmental issues and practices used to manage environmental resources. (Mello, 2016); (Thuy and Xuan, 2017).

2 METHODS

This research uses a qualitative approach with descriptive method. Descriptively this research describes the process of implementation and participation of women in environment based life skills education program. The research informant consisted of 10 housewives in RT 01 Kp. Nyingkir Sukabaru Village Cihideung District Parongpong Kab. West Bandung. Data were collected through field notes, documentation, observation, and interviews. (Moleong, 2007). Data analysis used triangulation of research subjects.

3 RESULTS AND DISCUSSION

The conceptual model of women's empowerment with environmental insight prepared by the researcher is the result of construction based on the analysis of research activities held in Kp. Cihideung Village Cihideung District Parongpong West Bandung regency, more details in Figure 1.

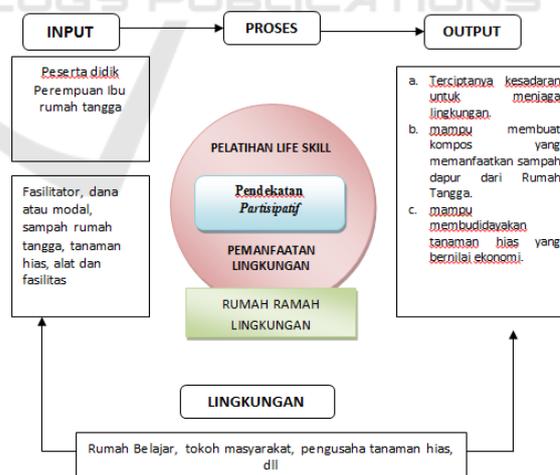


Figure 1: The model of women's empowerment process activities with environmental insight (Sudjana, 2004).

The women empowerment model that was held was analyzed based on the management of learning outside of school (Sudjana, 2004) including input

(raw input and environmental input), process, output.

Input or input in women empowerment activities is a housewife with low education level. The low educational background of the study population makes them less productive so they are weak in investment for their own life needs.

Viewed from the type of person or group to be empowered, empowerment objectives and empowerment strategies (Ife, 2008) state that empowerment aims to improve the power of disadvantaged groups. There are three groups: the first group consists of three types: the class (the poor, the unemployed, the low-paid workers, the recipients of social security); gender (women); and race / ethnicity (indigenous minorities). The second group consists of elderly, children and youth, the disabled, gay / lesbian and isolated societies, and the third group are experiencing problems as a result of personal environments such as those who lose love, those with family problems, identity crises, problems sexual, loneliness and so forth that lead to helplessness.

The social and environmental potentials surrounding these women's learning lives are very diverse and this will greatly support the women's empowerment program if this potential is exploited and utilized thoroughly. (Larrauri et al, 2016). Some of the potential that is inventoried condition of natural resources are diverse in the environment one of them household waste, ornamental plants and tourism market potential.

In the aspect of the process of organizing the activities focused on aspects of how to utilize the potential of the environment as an effort to build sustainable development (Astane and Hajilo, 2017), the topic of women empowerment that is built is "Eco Friendly House". Empowerment activities held include activities that is, first, make compost-based from household waste (household organic waste). Household waste is sorted and processed one of them into organic compost fertilizer used to cultivate ornamental plants, as shown in Figure 2.



Figure 2: The process of cultivating ornamental plants with a mixture of organic compost household waste.

Second, the cultivation of ornamental plants, managers choose to provide material about the cultivation of ornamental plants. It is in the background by the identification that has been done before this activity will be implemented, among them and the priority to choose the type of ornamental plant is the area Kp. This leaves no one to cultivate this type of ornamental plant. This area cultivates many types of flowers and ornamental trees. Therefore, by choosing the type of ornamental plants to be cultivated into a huge opportunity seen from various aspects of both the economy or the environment (easy to care for). Ornamental plants selected a kind of "chrysanthemum" flowers that have an interesting shape but easy to cultivate.

Outputs or outcomes of the implementation of women empowerment are: 1) the growing awareness of the learning community (women) to keep the environment, synergize with the environment so as to create an environmentally friendly home; 2) increase knowledge of knowledge (cognitive), attitude (affective) and skill (psychomotor) (Sudjana, 2004). Aspects of knowledge that is achieved is the knowledge of the processing of household waste and cultivate plant species of cactus. Aspects of attitudes achieved are the attitude of care about the environment and foster creativity and entrepreneurial spirit for the learning community. Aspects of the skills that are built are learning (female) residents able to cultivate ornamental plants and processing household waste into organic compost as fertilizer for the ornamental plants.

4 CONCLUSIONS

Empowerment of environmentally friendly women is felt to be very important as an effort to build awareness of protecting the environment by utilizing household waste so that women (housewives) are wiser and care about the environment yet still productive.

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