

Management of Entrepreneurship Education and Training of Food Processing towards Economic Improvement of Group of Women Receiving the Program Keluarga Harapan (PKH) in Kudus, Central Java, Indonesia

Meddiati Fajri Putri, Pudji Astuti, Achmad Slamet, Joko Sutarto, and I Made Sudana.
Universitas Negeri Semarang

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Abstract: The program of poverty reduction relies on creativity and initiatives of local community in the region. The central government, which was previously very dominant in the poverty reduction programs, now has to change the role to merely provide facilities and assistances for poverty reduction programs. Local potentials can be developed as a means or tool for community empowerment. The result of the situation analysis shows that the cause of poverty is the number of unemployment in productive age because they do not have adequate education and skills which are able to get them a high selling job. This situation is related to the lives of the poor people who are economically capable to get them. The high cost of education, both formal and non-formal, cause many productive people to not being able to obtain one. The purpose of the study is to describe how the training management of food processing entrepreneurship affects the economic improvement in the group of women who receive the Keluarga Harapan program (PKH). The survey research type is a data analysis to answer the problem of how the training management of food processing entrepreneurship in the group of women receiving Keluarga Harapan Program (PKH). The result shows an average percentage of 87.38% (strongly agree) in terms of aspect of: the training activities process description, the steps to create and sample products, the assistance for participants who find it difficult, the provision of direction and opportunities for participants to practice by themselves without assistance, the opportunity for the participants to try to develop their skills, the checking and evaluation of the products made by participants, the training materials needed - including basic knowledge to the diversification application, a comprehensible training material delivery that can increase the activity of participants, steps of training activities which are always delivered at the beginning of the lesson, evaluation at the end of the lesson, timely process, a comfortable training place which is enough to accommodate all training participants, sufficient lighting levels, training equipment provided by the training committee is suitable for use and able to accommodate all trainees.

1 INTRODUCTION

Nowadays, the poverty reduction program relies more on creativity and initiatives of local community. The central government, which was previously very dominant in the poverty reduction programs, now has to change the role to merely provide facilities and assistances for poverty reduction programs. Regarding this matter, the initial step to reduce poverty in the area is to analyze the situation to find local potentials that can be developed as a means or tool for community empowerment. The result of the situation analysis

shows that the cause of poverty is the number of unemployment in productive age because they do not have adequate education and skills which are able to get them a high selling job. This situation is related to the lives of the poor people who are economically capable to get them. Thus, it can be confirmed that they cannot have formal or non-formal education (courses) which will equip them with skills to earn a decent income. The high cost of education, both formal and non-formal, cause many productive people to not being able to obtain one.

Due to the incapability of the community, a new breakthrough and approach is needed, one of which

is the development of entrepreneurship to improve the economy of the poor through empowerment. Community entrepreneurship development is expected to be a new breakthrough that can accelerate the growth of independent entrepreneurs who are innovative, resilient and global-minded. Hadiyanti (2006: 38) reveals that there are several internal factors that hinder the empowerment, among others, lack of trust, lack of innovation/creativity, easy to surrender/give up/despair, low aspirations and ambition, too much spending, narrow time perspective, familism, very dependent on government's assistance, very attached to his residence and unable/not willing to put himself on other's shoes. On the other hand, Esmailzade (2013) stated that the factors that influence rural tourism development are baseline conditions (basement), management, planning, research and research. Creating entrepreneurs who are innovative, resilient and global-minded is not easy, because certain conditions are required, including being able to look forward to the future with optimism, always strive to be the leader in every change, never give up and follow the world development trend. Harper (1991) explained, the success of the start of business requires the ability to read the right opportunities, the expertise and abilities of the pursued field, the right approach to running a business, and sufficient funds to start and operate a business. The needs theory proposed by Mc Clelland (Idris, 2003), one of which is known as the need for achievement or "n Ach", explains that some entrepreneurial people have the need to get strong achievement that they are more motivated than achieving profit. To maximize their satisfaction, people who have high achievement needs tends to set their goals as a challenge to be achieved. Individuals who are motivated by high-achievement desires tend to do risky but well-calculated work. However, individuals who have low-achievement needs will avoid challenge, responsibility and risks.

In entrepreneurship, people tend to look for easy and non-risky ways. This is usually done by novice entrepreneurs with limited capital and experience. This is understandable, since they are still vulnerable to the risks. When they try and then fail, they will be forever down and cannot rise up, and even pawn everything they have to pay for the risk they carry. To develop local potential-based entrepreneurship, it is necessary to develop entrepreneurship strategies through community empowerment to understand and utilize their potential. Empowerment orientation itself is based on independence. Adisasmita (2006: 45), regarding development, mentioned that "People

have a main role that determines their choices for development policies according to the needs and aspirations of the community".

Independence is closely related to ability. Independence also means being able to make the right decisions when dealing with various personal and society issues. Through entrepreneurial learning, more precisely is the entrepreneurial education, learning society or the community will be able to gain skills. As stated by Suryono & Sumarno (2013: 37), "Ability can only be prepared through education, training, or counseling, with various methods that suit the conditions of the learning society and the context of the community". Uemura (2005) explains that the success of development clearly articulates the importance of internal development. It is an approach that emphasizes the independence of the local groups themselves, not from outside. Success also lies in "tradition" and fully utilizes the local resources as materials for internal development. It also underscores the need to rethink how aids shall not make local communities to change themselves to be a community controlled by outsiders, instead aids should maximize the dynamics of the local communities' independence by trusting them as partners.

Regarding entrepreneurship, Kaswan & Akhyadi (2015) emphasized that, "There are two essential things in an entrepreneurial society: innovation and entrepreneurship, which are activities that sustain integrated life". Suryono & Sumarno (2013) also stated that, concerning entrepreneurship, there are at least three components, which are entrepreneurship learning, the existence of entrepreneurial incubators and entrepreneurial centers. Entrepreneurial activities generally are not conducted in the scope of education, moreover formal education. However, entrepreneurial activity is formed on the education-through foundation. It applies also for the society-based entrepreneurial spectrum. Therefore, the entrepreneurial spirit is formed through educational activities. Thus, this research responds to these conditions.

Based on this description, the researchers are very interested in conducting a research on management of entrepreneurship training of food processing towards economic improvement of group of women receiving Program Keluarga Harapan (PKH).

1.1 Management of Entrepreneurship Training

Language wise, management is derived from the word "to manage" which means to arrange. This arrangement is carried out through a process that is organized according to the order of management functions. According to Malayu Hasibuan, management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal. Whereas according to Harold Koont and Cyril O'Donnel, quoted by Malayu Hasibuan, management is an effort to achieve a certain goal through the activities of others. Thus, a manager coordinates a number of other people's activities which include planning, organizing, placing, directing and controlling. According to George R. Jerry and Leslie, management is a process or framework that involves guidance or direction of a group of people towards organizational goals or real intentions (GR. Jerry, 2009). According to Haiman, management is a function to achieve something through the activities of others and oversee individual efforts to achieve common goals (Manullang, 1983).

Mary Parker Follet said, management is an art to get everything done through other people. (Wibowo, 2008). Management is an action to achieve the desired results through group effort which consists of utilizing human talents and resources. Thus, from some management definitions above, it can be concluded that: Management has a goal to be achieved by a group of people who work together in an organization which has a systematic, coordinated and integrated process in utilizing elements of management based on the division of jobs, duties and responsibilities. Meanwhile, the definition of training according to Indonesian dictionary is a process, method, practice of training some activities or a work of training (Lukman Ali et al., 1994).

According to management dictionary, training is a process of deepening and improving the skills and knowledge of workers through guidance provided by instructors by completing tasks and training (B.N. Marbun, 2005). According to dictionary of management terms, training is a way to improve the skills and abilities of people (teaching and training) and change their behavior and attitudes (education) to achieve the goals and objectives of the company or organization (Institute of Education and Management Development, 1983). According to Andre E. Sikula, quoted by Anwar Prabu Mangkunegara, training is a short-term education

process that uses systematic and organized procedures, in which employees learn knowledge and technical skills in limited goals (Anwar Prabu Mangkunegara, 1999). Training is a planned effort of the organization to improve the knowledge, skills and abilities that are carried out specifically in present time (Old Marihot Efendi Hariandja, 2007). Whereas in the book of Soekidjo Notoatmodjo, it is explained that training is a process that will generate a behavior change cognitive, effective and psychomotor ability improvement (Soekidjo Notoatmodjo, 2003).

From the various definitions above, it can be concluded that training is a short-term education process to improve skills, knowledge and abilities using systematic and organized procedures, resulting in a behavioral change in the form of cognitive, effective and psychomotor ability improvement. Management training according to the dictionary of management term is planned activity and habituation to custom and management techniques (Institute of Education and Management Development, 1983). Training management according to the management dictionary is the responsibility for the implementation of training programs in an organization or company. The main task is to plan, organize and drive the training activities in an organization or company (B. Marbun, 2005). Training management is the management of training programs, which involve aspect of training needs identification, training design planning, training methodology determination, training evaluation and follow-up training determination (Haris Mujiman, 2011). From various definitions above, according to the researchers, the most comprehensive one is the definition of training management based on the management dictionary since it includes the two other meanings.

1.2 Entrepreneurship Training Management Technique

The implementation of training management technique will not be separated from its main tasks which are planning, organizing and controlling the training activities within an organization or company To shape, improve skills, attitudes, behavior in order to fulfil the desired standards, there should be goals set and then the various main tasks of management training. The main tasks include various management functions, which are:

- a) Planning is the basic process used to select goals and determine the scope of their achievements. Planning means to use human

resources, natural resources and other resources to achieve the goals (Siswanto, 2007). According to Koontz and O'Donnel, planning is the function of a manager that deals with the selection of various alternatives of objectives, policies, procedures and programs (Manullang, 1983: 48). Meanwhile according to Limperg, planning is a production arrangement aimed at the target, by producing more than the available production capacity (Winardi, 1979). Planning includes selecting and linking facts and making and using assumptions about the future in terms of visualizing and formulating proposed necessary activities to achieve the desired results (Winardi, 1983).

- b) Actuating is a process of coaching, providing guidance and instructions to subordinates so that they do their work according to the predetermined plan (Siswanto, 2007). According to G.R Terry quoted by Malayu Hasibuan, actuating is directing every group member so they are willing to cooperate and work sincerely and passionately to achieve goals based on planning and organizing (Malayu S.P. Hasibuan). The main issues studied in the actuating function are human behavior, human relations, communication and leadership.
- c) Controlling is a systematic effort to set standards and methods of performance measurement, then compare performance according to the standards and take the corrective actions. (Siswanto, 2007). Controlling according to the management dictionary is a process to ensure that activities are carried out according to plan. Controlling includes monitoring the corporate performance and taking corrective action if necessary (B.N. Marbun, 2005).

2 LITERATURE REVIEW

2.1 Entrepreneurship

Usman and Raharjo (2012) explained that entrepreneurship is an attitude, soul and ability to create something new that is very valuable and useful for oneself and others. Entrepreneurship is a mental attitude and soul that is always active or creative, innovative, productive and modest and strives to increase revenue in its business activities, which is also someone whose character is to always not satisfy with the current achievement.

Entrepreneurs are people who are skilled at taking advantage of opportunities in developing their business with the aim of improving their lives. Norman M. Scarborough and Thomas W. Zimmerer (1993: 5), "An entrepreneur is one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying opportunities and assembling the necessary resources to capitalize on those opportunities".

Entrepreneurs are people who have the ability to see and assess business opportunities; collect resources needed to take appropriate action, take advantage, and have the nature, character and willingness to creatively develop innovative ideas into the real world in order to achieve success/increase income. Basically, an entrepreneur is a person who has entrepreneurship characters and applies the nature of entrepreneurship in his life. Entrepreneurs are people who have high creativity and innovation in their life.

Mulyani (2012) explained that entrepreneurship is the ability of a person to see and assess business opportunities; collect resources needed to take appropriate action, take advantage in order to be successful. Entrepreneurship essentially is the nature, character and willingness to creatively develop innovative ideas into the real world in order, while entrepreneurs are people who have the ability to see and assess business opportunities; collect resources needed to take appropriate action, take advantage, and have the nature, character and willingness to creatively develop innovative ideas into the real world in order to achieve success/increase income.

Basically, an entrepreneur is a person who has an entrepreneurial spirit and applies the entrepreneurial nature of his life. Humans have high creativity and innovation in their lives. Epistemologically, entrepreneurship is essentially an ability to think creatively and behave innovatively that is used as the basis, resource, driving force, goal, tactic, and tips in dealing with challenges of life. An entrepreneur not only is able to plan and speak, but also act, realize plans in his mind into an action that is oriented to success. For this reason, creativity is needed, which is a mindset about something new, and innovation, that is the act of doing something new (Mulyani, 2012).

Some entrepreneurship concepts are considered identical with the ability of entrepreneurs in the business world. In fact, entrepreneurship is not always identical with the nature/characteristic of the entrepreneurs themselves, because these

characteristics of entrepreneurs are also owned by someone who is not an entrepreneur. "Entrepreneurship covers all aspects of work, both private and government employees" (Soeparman Soemahamidjaja, 1980). "Entrepreneurs are those who make creative and innovative efforts by developing ideas and gathering resources to find opportunities (opportunity) and life improvements (preparation)" (Prawirokusumo, 1997). Entrepreneurship emerges when an individual dares to develop new efforts and ideas. The entrepreneurial process includes all functions, activities, and actions related to the acquisition of opportunities and the creation of business organizations (Suryana, 2001). The essence of entrepreneurship is to create added value in the market through the process of combining resources in new and different ways in order to compete.

Entrepreneurial intention can be interpreted as the first step of a long-term process of establishing a business (Lee & Wong, 2004). According to Krueger (1993), entrepreneurial intention reflects a person's commitment to start a new business and is a central issue that needs to be regarded in understanding the entrepreneurial process of a new business establishment. Entrepreneurial intention recently begins to get attention for researches because it is believed that an intention related to behavior is proven to be a reflection of actual behavior. In the theory of planned behavior (Fishbein & Ajzen, 1985 in Tjahjono & Ardi, 2008), it is believed that factors such as attitude, subjective norms will shape one's intentions and then directly influence behavior. Therefore, an understanding of one's intentions for entrepreneurship (entrepreneurial intention) can reflect the tendency of people to establish a business in real (Jenkins & Johnson, 1997).

Basically the formation of entrepreneurial spirit is influenced by internal and external factors (Priyanto, 2008). Internal factors that come from within the entrepreneur can be in the form of personal traits, attitudes, willingness and individual abilities that can give individual strength for entrepreneurship. Meanwhile, external factors that come from outside the entrepreneurs can be elements of the surrounding environment such as family, business environment, physical environment, socio-economic environment and others (Suharti and Sirine, 2012).

2.2 Food Processing

Palupi (2007: 1) explains that in principle, food processing is carried out with the aim of: (1) preservation, packaging and storage of food products (e.g., canning); (2) transforming into a desired product (e.g., roasting); and (3) preparing food ingredients to be ready to serve. All raw materials are commodities that are easily damaged, since harvested. Raw ingredients, either plants or animals, will be damaged through a series of bio-chemical reactions. The speed of damage varies greatly, which means it can occur quickly to relatively slow. One of the main factors of food damage is the biologically active water content in the tissues. Raw materials with high biologically active water content can be damaged in a few days, for example, vegetables and meat. Meanwhile, dried grains that only contain structural water can be stored for up to one year under proper conditions.

Food processing in commercial industries generally aims to extend shelf life, change or improve product characteristics (color, taste, texture), facilitate handling and distribution, provide more choices and variety of food products on the market, increase the economic value of raw materials, and maintain or improve quality, especially nutritional quality, digestibility, and nutritional availability. Important quality criteria or components in food are the safety, health, flavor, texture, color, shelf life, ease, halal, and price (Andarwulan and Hariyadi 2004).

Food processing industry entrepreneurship will be sustainable if it meets technical, economic and social feasibility. Technical aspects related to the development of processed activities include the sustainable availability of raw materials, either in volume and quality, availability of capital, access to technology, human resources capabilities, and markets. The technical aspects above will eventually affect the financial and economic feasibility. The processing business is a commodity, therefore the financial and economic feasibility is required for the development of processing is able to be processed (profitably efficient). The feasibility of processing business development is not separated from the social aspect, particularly the impact on environment and society. This factor becomes one of required elements. On the other hand, support on the supporting infrastructure such as road conditions, electricity, clean water, telecommunications and others are some of the main factors in the development of processing investment. The development of processing industry in an area is also

determined by policies that are disincentive such as complicated procedures, taxation and other high economical cost.

2.3 Program Keluarga Harapan (PKH)

A review Program Keluarga Harapan (PKH) comes from the official document by the Ministry of Social Affairs of the Republic of Indonesia which includes the 2016 PKH General Guidelines as well as the 2016 Guideline Pocketbook.

2.3.1 Definition of PKH

According to the General Guidelines, Program Keluarga Harapan (PKH) is: Conditional cash provision program for poor families who are designated as PKH participants. Criteria for PKH participants are poor families who fulfill the following minimum conditions:

- a. Has a health component, which includes children under 6 years of age, pregnant/lactating mothers, including children with disabilities.
- b. Has a component of education, which includes for school-age children, from 6 to 21 years old who are students of elementary, middle and high school, including children with disabilities.
- c. Has a component of social welfare, including people with severe disabilities in PKH participant families.

2.3.2 Objectives of PKH

The objectives of PKH are as follows:

- a. To improve access and quality of education and health services
- b. To improve the education level of PKH participants.
- c. To improve the health of pregnant/lactating women and children under the age of 6 years.
- d. To improve the economic conditions of PKH participants.

3 RESEARCH METHODOLOGY

Percentage descriptive analysis is used to examine how the management of food processing entrepreneurship training towards economic improvement in the group of women receiving Program Keluarga Harapan (PKH).

4 RESULT AND DISCUSSION

The average recapitulation of the overall response about the management of food processing entrepreneurship training towards economic improvement in the group of women who receive Program Keluarga Harapan is of 87.38 (strongly agree), in terms of aspect of: description of the implemented training activities, the conducted steps in making a food product, provision of examples of how to make food products, provision of opportunity for the participants to try the food products making that is taught, helping participants who face difficulties in making products, giving guidance when the participants create errors during the food processing, giving opportunity for participants to self-practice without any assistance, allowing participants to try to develop their own skills, trainers always check the results of products made by participants, trainers who always provide input for any product error, appropriate training materials that are needed, the material presented including basic knowledge of food diversification up to food processing, comprehensible training material delivery, training material delivery that can increase the activeness of participants, delivery of training activities steps at the beginning of learning, opportunity for participants to get direct practice, evaluation at the end of learning, time allocation for participants to practice, timely training completion, comfortable training place, proper training place that is enough to accommodate all trainees, training facilities with sufficient lighting levels, training equipment provision by the training committee, qualified training equipment for use, proper training equipment for all trainees to practice.

5 CONCLUSION

The management of food processing entrepreneurship training towards economic improvement of group of women receiving Program Keluarga Harapan is 87.38 (strongly agree), in terms of aspect of: description of the implemented training activities, the conducted steps in making a food product, provision of examples of how to make food products, provision of opportunity for the participants to try the food products making that is taught, helping participants who face difficulties in making products, giving guidance when the participants create errors during the food processing, giving opportunity for participants to self-practice without any assistance, allowing participants to try to develop their own skills, trainers always check the

results of products made by participants, trainers who always provide input for any product error, appropriate training materials that are needed, the material presented including basic knowledge of food diversification up to food processing, comprehensible training material delivery, training material delivery that can increase the activeness of participants, delivery of training activities steps at the beginning of learning, opportunity for participants to get direct practice, evaluation at the end of learning, time allocation for participants to practice, timely training completion, comfortable training place, proper training place that is enough to accommodate all trainees, training facilities with sufficient lighting levels, training equipment provision by the training committee, qualified training equipment for use, proper training equipment for all trainees to practice.

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