

## **Analysis Of The Needs For The Development Of Entrepreneurship-Based Literacy Models For Women's Wives Of Penderes Organic Coconut Sugar In Bumisari Village, Purbalingga**

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### **ABSTRACT**

This study aims to analyze the needs in developing an entrepreneurship-based literacy model to increase the productive economy for the wives of organic coconut sugar tappers in Bumisari village, Bojongsari District, Purbalingga Regency. This analysis forms the basis for compiling this literacy model as a solution in empowering the wives of organic coconut sugar tappers through literacy learning (reading, writing, arithmetic, speaking and listening) based on life skills and entrepreneurship skills. This study used descriptive qualitative method. Data collection techniques in this study through observation, interviews, and documentation.

The general results of the research show that the average age of the tappers is 44 years old and the average education is primary school education with a working time of 5-6 hours in processing sap. The need for literacy learning based on life skills and entrepreneurship that starts from basic literacy with time that can be implemented between the process of making sap and literacy methods that train independent learning and entrepreneurship development must be aligned with efforts to maintain the quality of the organic sugar produced.

**Keywords:** Literacy, women, entrepreneurship

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### **1. Introduction**

Organic coconut sugar is obtained from coconut trees that are specially taken for the sap or commonly called coconut deres. For the Central Java region, based on data from the Central Java Provincial Plantations Office in 2015, the largest production of deres coconut plantations in Central Java was Purbalingga Regency, namely 53,130.8 tonnes. Coconut deres is the main thing used by the community to be processed into various kinds of products because it can produce sap with a larger volume than other types of coconut trees, and is resistant to types of pests with wide adaptation (Suryadi, 2009).

Bumisari Village, Bojongsari District, Purbalingga Regency is one of the largest organic coconut sugar producing villages in Purbalingga. One of the Joint Business Groups consisting of coconut tappers in Purbalingga Regency is the Central Agro Lestari Joint Business Group (KUB). KUB

Central Agro Lestari operates in the organic coconut sugar processing industry with products such as organic coconut sugar block, organic coconut sugar powder and organic coconut nectar. KUB Central Agro Lestari was established on September 5 2017, and was officially registered in the Notary Deed No. 54 May 15 2018. KUB Central Agro Lestari has its address at Desa Bumisari RT 02 RW 01 Bojongsari Purbalingga, Central Java. KUB Central Agro Lestari also has an organic certificate, namely GMP Certificate No. FPC 00015 Sucofindo International in 2019, and the Dutch Standard USDA, EU and JAS Control Union Organic Certificates.

KUB Central Agro Lestari has 478 assisted tappers. The penderes are residents of Bumisari village whose daily work is to collect sap as an ingredient for making organic coconut sugar. The average age of tappers is 44 years and the average education is elementary school graduation (Suliyanto et al., 2022) The processing of the sap is assisted by the tapper's wife with a processing time of 5-6 hours starting from mid-morning to mid-afternoon. But the process of processing sap allows it to be used to do other work on the sidelines of cooking sap. Most of the wives of coconut sugar tappers in Bumisari village only focus on helping process the sap, so they don't do other side businesses that can supplement their family's income. Only a few of the tappers' wives have a business during which they process sap, such as putting on eyelashes or wigs, and making handicrafts for floor mattresses. Currently there are no programs that touch the empowerment of the penderes' wives, including from KUB Central Agro Lestari and the village government, there are no activities aimed at empowering the wives of the penderes. But the village government and KUB Central Agro Lestari are very supportive if there is a model that can be adopted for the empowerment of organic coconut sugar tappers' wives.

The reason why the penderes' wives do not maximize their time to do other businesses is the low level of education where the penderes' wives have an elementary school education and the highest is junior high school. This hinders the opportunity for the tapper's wife to do work that requires a higher educational background. In addition to the limited employment opportunities, the low level of education results in low literacy skills (reading, writing, arithmetic, speaking and listening). Literacy skills open wide opportunities for every individual to know the world around him, understand various factors that affect his environment, participate actively in national development and democratic life, and strengthen his cultural identity (Kemendikbud, 2013)

Adults with an adequate level of literacy have greater opportunities to participate in the world of work, are active in democratic life and volunteer activities, and have good health status and high levels of income. Therefore, it is necessary to empower women with a model that fits their characteristics and needs. Empowerment of women is an effort to enable women to gain access to and control over resources, economically, politically, socially, culturally, so that women can self-regulate and increase their self-confidence to be able to play a role and participate actively in solving problems, so as to be able to build capabilities and self-concept.

The empowerment approach wants women to have control over several important material and non-material resources. Apart from that, insight into entrepreneurship is also needed which can be carried out by the tapper's wife so that it can increase income for the family. For this reason, plans are needed that can be easily applied to the wife of an organic coconut tapper by designing an entrepreneurship-based literacy model. This model integrates literacy learning with learning materials according to needs, local potential, and local context. With this integration, it is hoped that the wives of organic coconut tappers will be able to have an entrepreneurial spirit to improve their family's economic life.

## **2. Literature Review**

### *2.1. Literacy*

Literacy opens up vast opportunities for every individual, understands the factors that influence their environment, participates actively in national development and democratic life, and strengthens their cultural identity (Kemendikbud, 2013). Adults with adequate reading skills have better opportunities to participate in working life, they are active in democratic life and voluntary work, they have good health and high incomes. Community empowerment is an effort to increase the dignity of the social strata to avoid the trap of poverty and underdevelopment (Muttalib, 1993). "Literacy is prioritized in line with poverty alleviation programs so that they are more focused, systematic and sustainable by using life skills" (Suryadi, 2009). By referring to clear and measurable literacy standards so that the results can benefit the community's productivity and can empower the tappers' wives. However, in reality post-literacy penderes wives still find it difficult to get out of the trap of ignorance, poverty, underdevelopment and powerlessness. Therefore, after obtaining basic literacy education, women need to have the opportunity to maintain and develop their abilities to improve the quality of themselves and their lives.

Financial literacy has an important role in entrepreneurial activity related to knowledge of budgeting management, procedures, credit management, to operational financial risks. This increase in financial literacy skills can be obtained by students through educational institutions. Entrepreneurship education pursues financial literacy to manage businesses so that they grow and develop (Asrofi, 2020).

The conclusion from various literatures, Hung et al. (2011) which defines financial literature is that financial literacy has been defined as: 1) A special form of knowledge; 2) The ability or skill to apply that knowledge is perceived knowledge; 3) Good financial conduct, and even; 4) Financial experience. The literature also shows that there are many measurements of financial literacy, such as using measurement areas in general knowledge, savings and borrowing, insurance, and investments (Tarora and Juwita, 2016).

### *2.2. Community and Women Empowerment*

Community empowerment is a process of developing the opportunity, will/motivation and ability of the community to access resources, which increases the ability to determine their own future by participating in influencing and realizing the quality of life. himself and his community.

The term "empowerment" comes from the English word "empowerment" which comes from the root word "power" which means "power" or "strength" in Indonesian. Empowerment is translated into empowerment. The definition of empowerment is thus formulated as an effort to strengthen the power of those who are not or are less effective.

Empowerment is also an effort to transfer power from those who have it to those who don't have it, or who don't have it. Empowerment therefore always means: 1) Reduction or transfer of power or efforts to eliminate/reduce the power/influence of those in power, and 2) Delegation/Increased Power to Authorized Parties (Authorization). It can be said that the concept of empowerment is a response to the reality of disability. The powerless are those who have no power or have lost power. Helpless are those who have lost their strength.

The purpose of community empowerment is the birth of an independent community that creates conditions that allow the development of community potential. Empowering women as an effort to provide access to and control over resources. Resources, economic, political, social, cultural for women to organize themselves and build confidence in roles and take an active part in problem solving so that women can build skills and self-awareness.

### *2.3. Coconut sugar farmer*

Tappers are palm sugar farmers who harvest sap from coconut trees. The routine activities carried out by the tapper on a daily basis are usually climbing coconut trees, cutting mayang (coconut flowers) to extract the sap with a special sickle called a deres knife. At first, the penderes made coconut sugar only to meet their kitchen needs, but now the tappers do not only meet their needs, but as an independent livelihood to meet the needs of their family (Harliando, 2021).

The average age of tappers is 43 years old, with the oldest being 65 years old and the youngest being 27 years old. With an average experience of being a coconut sugar tapper for 20 years, the average farmer has 5 to 9 family members, with a low education level of tapper farmers, many of the tapper farmers do not attend school, the average is educated up to the elementary school level. Meanwhile, the average tree status is a rental tree (Restianto et al., 2022).

The penderes usually involve their families (in this case usually their wives) to process the sap into block sugar which is then deposited to the sugar collectors.

### *2.4. Women's Entrepreneurship*

Entrepreneurial women can be defined as a woman or a group of women who start, manage and lead a business (Goyal & Jai, 2011). Many women immerse themselves in business. The reason they enter the industry is due to factors such as the desire to show off their skills.

Achievements, help around the house, frustration with previous job, etc (Buchari Alma, 2011). The two criteria for women entrepreneurs are based on a commitment to ideals and conventional gender roles.

Based on the criteria for women entrepreneurs, four types of entrepreneurs were identified, namely (Ruth Mckay, 2001): 1) They are all competent in their entrepreneurial dreams and think conventionally about gender roles. They are usually engaged in what is often referred to as "labor" and are forced by economic necessity to engage in business; 2) Local entrepreneurs are not particularly interested in entrepreneurial ideals, adhering to traditional views on gender roles. They are committed to the so-called "working women" who strive for self-knowledge and personal expression; 3) Innovators are working women who follow entrepreneurial ideals while finding fulfillment through business success. This woman does not accept conventional gender roles. Many of these women have previously faced roadblocks in their careers in large organizations and have chosen to overcome them through business ownership; and 4) Radical entrepreneurs do not hold fast to entrepreneurial ideals or believe in conventional gender roles. These women generally claim to be part of the women's movement and they are in business to elevate women in society.

## **3. Research Methodology**

### *3.1. Place and time of research*

This research will be conducted in Bumisari Village, Bojongsari District, Purbalingga. The targets of this study were the wives of 470 organic coconut tappers. However, due to time and research staff limitations, purposive sampling and snowball sampling techniques were used in this study. The research time is planned in 2023 until the model is created in 2024.

### *3.2. Method*

This research uses qualitative methods. Data collection techniques in this study through observation, interviews, and documentation.

## **4. Results**

### *4.1. Profile of the wife of an organic coconut tapper in Bumisari Village, Purbalingga*

Bumisari Village is a village located in Bojongsari District, Purbalingga Regency with an area of 700 hectares. Administratively, Bumisari village is bordered by other villages, namely to the north by Forestry Village, to the south by Pekalongan Village, to the west by Karangjengkol Village and to the east by Binangun Village. The location of Bumisari village at the foot of Mount Slamet makes this village have good agricultural potential. One of them is being the largest producer of organic coconut sugar in Purbalingga Regency.

Most of the residents of Bumisari village have a livelihood as farmers and tappers for sap. The coconut sugar tappers are facilitated by the Central Agro Lestari Joint Business Group (KUB). The tappers in processing sap are assisted by the tappers' wife. Based on data obtained from KUB Central Agro Lestari, the wives of tappers have an average age of 44 years and have an elementary-junior high school education level. Most of the activities of the tapper's wives only help process the sap and not more than 50% of the tapper's wives have side activities. The side activities carried out by the tapper's wife include opening a shop, tailoring, and producing snacks.

### *4.2. Needs in increasing the productive economic activities of organic coconut tappers' wives through an entrepreneurship-based literacy model in Bumisari village*

**Literacy Level** The wife of an organic coconut sugar tappers in Bumisari Purbalingga Village is at the reading and writing level but not yet at the level of in-depth understanding of a text because her education level is elementary-junior high school graduation. This causes an understanding of the activities carried out daily, only carrying out the existing routine. Based on the results of interviews with the Head of KUB Central Agro Lestari as the manager of the tapper, it is very possible to increase the level of productive economic activity for the tapper's wife. This is due to a lack of understanding of the meaning of organic among the wives of tappers as workers who help process organic coconut sap. There is no awareness regarding the separation of production equipment for processing organic coconut sap and for production other than organic coconut sugar. This lack of awareness will threaten the organic quality of the coconut sugar products produced.

High awareness regarding the separation of means of production can provide opportunities for the development of productive economic activities derived from organic coconut sugar products. The tapper's wife can use her time to process various products derived from organic coconut sugar and can increase sales potential for people who care about health. At present there are no efforts from

both the village government and external parties that touch literacy for tappers' wives and economic empowerment for tappers' wives.

## **5. Discussion**

*Increasing the productive economy, the wife of an organic coconut tapper through an entrepreneurship-based literacy model*

Needs analysis in an effort to increase the productive economy of organic coconut tappers' wives through an entrepreneurship-based literacy model produces an overview of the steps that need to be taken for the preparation of the model. This aims to alleviate poverty and improve the quality of life of rural communities. Increasing literacy is the main thing that can be done not only literacy but also literacy about developments that occur in society. Ziegler and Davis's (2008) article on Rural adult literacy in community context: from the margin to the mainstream describes the literacy condition of rural adults in the community context. The economic conditions, educational opportunities, and resources of rural communities are far behind those of urban communities. To deal with these conditions, innovative learning opportunities are needed as a strategy in community development through adult multi-literacy. Likewise, the penderes' wife needs to always learn life in order to improve the quality of her life.

Arbarini, Rifai, and Mulyono (2018) made steps in building an entrepreneurship-based literacy model based on an analysis of the needs of fishermen's wives which can be used as a reference in determining steps to improve the economy of fishermen's wives as needed, namely starting from literacy activities by integrating various skills needed by fishermen's wives. These skills include; increasing women's access to knowledge and skills regarding basic literacy, mother-based literacy with skills needed, in demand and easy to obtain, expenditure management, information on market needs, business capital, forming business groups, increasing income and business, organizing women in groups, reducing burdens work and increase the active participation of women in the planning and implementation of economic activities.

For the penderes wife, literacy is needed regarding the organic concept as the basis for developing a food-based business, as well as increasing insight into the market share of organic products which have a special market for people who care about health, in addition to time management in the use of time between processing the sap that is can be filled with other business activities that can generate additional income for the family.

## **6. Conclusion**

Literacy Level The wife of an organic coconut sugar tappers in Bumisari Purbalingga Village is at the reading and writing level but not yet at the level of in-depth understanding of a text because her education level is elementary-junior high school graduation. The tappers' wife needs to always learn life in order to improve the quality of her life. Literacy is needed regarding the organic concept as the basis for developing a food-based business, as well as increasing insight into the market share of organic products which have a special market for people who care about health

## **Acknowledgements**

The research team would like to thank LPPM UNSOED for supporting the research conducted by the team regarding the Development of an Entrepreneurship-based Literacy Model for wives of coconut sugar tappers.

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