

The Establishment of Environmental-Based Organization to Empower People Economy in Women Community in West Jakarta

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Abstract. Environment-based organizations Waste banks in West Jakarta are based on waste bank data in February 2018 as many as 486 waste bank groups. Woman community or Empowerment and Family Welfare Groups in each Pillar Active citizens become administrators and members of the waste bank The purpose of this activity is to establish an environment-based organization among women communities with the 3R (reduce, reuse, and recycle) principle, increasing woman community knowledge and understanding of the use of waste under 3R principles, entrepreneurship and management, and business development to increase the income of management and members of environment-based organizations. The methods used in the formation and management of these environmental organizations are (1) persuasive approaches, (2) management approaches, (3) training, and (4) business development. Stages of activities (1) Preliminary stage, (2) Preparation stage, (3) Implementation stage, and (4) Monitoring and evaluation. Outcomes of this activity are (1) the formation of waste banks and their management, (2) Increased knowledge and skills through entrepreneurship training, management: finance, production, human resources and marketing, and (3) business development: bank agents and new business. The result of activity is the waste bank helps the women community to improve knowledge, skill, and income to herself and the people.

1. Introduction

Present disposal and processing capability is probability not sufficient to deal the expected growth [1]. Waste Bank is a “bank” or business unit that handles waste with the principle of 3R (Reduce, Reuse and Recycle) [2,3]. Community or resident can participate in managing the garbage, especially in their respective environment [4]. Change of paradigm in community about the waste needs to be done with sustainable action. [5]. Waste banks in West Jakarta are within the scope of the West Jakarta environment department based on Waste bank data on the number of garbage banks in West Jakarta in February 2018 amounted to 486 waste bank groups [6]. Bank Main Waste (BSI) Satu Hati West Jakarta, which is located in the Cleaning Service Dormitory of DKI Jakarta Province, Jalan Kemuning Raya, Cengkareng Barat, Cengkareng, has 35 thousand customers [7].

Waste banks in West Jakarta were decentralized to sub-district level environmental units to further develop waste banks in the sub district in collaboration with urban village heads and women community leaders who would be implemented to the citizens association in the formation of waste banks at the citizen association level democratic through deliberation and consuls. After the organization group and management of the waste bank are formed, they will submit an application to the Head of the Village to obtain a decree from the waste bank organization that contains the name of the waste bank, address, organizational structure and name of the management structure.



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Family Empowerment and Welfare (PKK) as a community development movement originated from a Home Economic seminar in Bogor in 1957. As a follow-up to the seminar, in 1961 the committee arranged the arrangement of lessons on Family Welfare Education (PKK), Ministry of Education together with ministries others comprise 10 aspects of family life [8]. The change in the name of the women community movement from the Family Welfare Development movement became the Family Welfare and Empowerment movement.

The implementation of the empowerment process through training begins with preparing a management team, forming business groups, establishing partnerships with government and private parties, building production houses, applying for production, production and marketing permits, conducting comparative studies in home industries, improving and diversifying products, followed by mass training, and mentoring [9].

Identification of problem as follow: {a} There are still many organic and non organic wastes that have not been utilized with the 3R principle; (b) Lack of understanding and knowledge in utilizing waste; (c) Waste has not been utilized as a business opportunity that has economic value; (d) Existing environment-based organizations have not been managed optimally. Based on the results of identification, the existing problems are: (a) There is still a lack of environmental based organizations in West Jakarta, (b) There is still a need to provide training on waste utilization with the principles of 3R, entrepreneurship and management, (c) There is still a need for the development of existing waste bank organization businesses.

The purpose of this activity as follow: (a).Establish an environment-based organization among the woman community with the 3R principle; (b) Increase the knowledge and understanding of woman community about the use of waste with the principles of 3R, entrepreneurship and management; (c) Business development to increase the income of management and members of environment-based organizations.

2. Materials and Methods

2.1. Waste Bank

A waste bank is a place where service activities occur against garbage savers carried out by waste bank tellers. The waste bank room is divided into three rooms / lockers where the garbage is stored, before being taken by collectors / third parties [10].

2.2. Family Welfare and Empowerment (PKK or Woman Community)

PKK movement is a deep National Movement community development that grows from below, management from, by and for the community towards the realization of a family of believers and devoted to God Almighty, moral noble and virtuous, healthy and prosperous, born and inner [11]. Based on Presidential Regulation number 99 of 2017 on Family Welfare and Empowerment Movement article 1 paragraph 1 that the Family Welfare and Empowerment Movement, hereinafter referred to as the PKK Movement, is a movement in the development of society that grows from, by, and to the community, towards the realization of a family of believers and devoted to God Almighty, noble and virtuous, healthy, prosperous, advanced and independent, gender equality and justice, and legal and environmental awareness [12].

Where as in article 11 that the Family Welfare and Empowerment Movement is carried out through 10 (ten) main programs of Family Welfare and Empowerment which include: va. appreciation and practice of the Pancasila (Indonesian's Five Basic Principle); b. mutual cooperation; c. food; d. clothing; e. housing and household management; f. education and skills; g. health; h. development of cooperative life; i. environmental sustainability; and j. healthy planning [12].

2.3. Empowerment

Empowerment aims to increase the empowerment of those who are disadvantaged [13]. Women's empowerment is "an effort to improve the status and role of women in national development, as well as the quality of the role and independence of women's organizations [14]. Ref. [15] explained that program

managers in this case are hamlet women who empower individuals and communities both formal and non-formal can be called empowering agents.

2.4. Research method

The method used was qualitative analysis in preliminary research relating to environment-based organizations for bookkeeping is a qualitative method by modelling waste bank financial statements with SWOT analysis, while the research method used in the development of waste bank business is a model of waste bank business development using SWOT analysis and business models canvas.

2.5. Implementation Method

In the implementation of the results of the research methods used are (1) a persuasive approach by approaching the target community by providing persuasive explanations (2) management approaches through the planning, implementation and control processes. (3) Training methods through lecture methods, discussion and practice.

2.6. Monitoring and evaluation

During the process monitoring process (1) monitoring the performance of the waste bank, (2) monitoring the realization of the training results, (3) monitoring the performance of the waste bank business development, then evaluating the process (1) evaluating the results of monitoring the performance of the waste bank, implements results training and business development performance, (2). Provide recommendations on evaluation results for improving the system, management and business of waste banks.

3. Results and Discussions

Preliminary research has been carried out to design a model and develop an organization based on the waste bank environment. From the results of preliminary research, a simple financial report model for waste banks was obtained and a waste bank business development model as a bank agent. The establishment of a waste bank was started by determining the target community that the waste bank will establish through: 1). Analysis of the needs of the target community, 2) Methods for establishing environment-based organizations; 3) Determination of the location of the establishment of a waste bank; 4) Determine who will be involved in the formation of a waste bank; 5) Time of activity.

3.1. Planning.

Training planning for environment-based organizations that have been formed by determining the target group of waste banks to be trained through: 1) Determination of training needs by conducting a needs analysis on the training object with SWOT analysis. The Waste bank in third quadrant have internal problem of skill of human resources, but have external opportunity with the free of charges training; 2) Determine the training method; 3) Determine the parties to be trained; 4) Determine the location of the training; 5) Determination of training time

Business development planning in an effort to increase the income of management and members of the waste bank through: 1) Developing existing businesses through improving management systems in human resource, financial, production and marketing with business canvas model; 2) Developing businesses through additional types and business diversification; 3) Creating a system development model and business development model.; 4) Determine the target system implementation model and development model; 5) Determine the time of implementation of the model; 6) Determine the location of the model implementation

3.2. Socialization

The socialization of waste bank business formed began in the South Meruya Village in the South Meruya RPTRA building, at that time was attended by South Meruya Village Head is Mr. Sarwono, the Chairman of woman community South Meruya is Mrs Wahyuridah and the management of women community citizen association level in South Meruya Village. After being formed by the Permata RPTRA Waste Bank in South Meruya. Furthermore, the socialization was continued at the Sub district

level which was carried out in the RPTRA building in North Meruya present at this event, Mr. Agus is Head of Kembangan Sub district and Secretary of Sub district is Mr. Iksan, the Chairman of South Meruya Village women community, the Chairman of North Meruya Village women community, the Chairman of South Kembangan Village women community, Chairman of North Kembangan Village women community Chairman of the Joglo Village women community, Chairman of Srengseng Village women community and citizen association level women community management in Kembangan District.

The implementation of waste bank socialization, it is explained how to separate waste into 3 types, namely organic waste, non-organic waste, and poisons. Organic waste can be used as fertilizer, biogas and recycled crafts such as crafts from banana midribs to pins, hair clips and photo frames. Waste of wood shavings and deciduous leaves can be used as flower crafts. Non-organic waste such as plastics (bottles, glasses, other used plastic items), paper (used books, newspapers, magazines, cartons and other used paper), metals (waste from wire, metal household utensils, and other used waste), glass (glass bottle waste, and broken glass), cloth (waste fabric, convection waste, used clothing and patchwork) can be sold or recycled into recycled crafts. Toxic waste is disposed of in a safe place so as not to pollute the environment.

The waste bank is a bank that is managed by a management function that manages waste using the 3R (reduce, reuse and recycle) principle. The purpose of the waste bank is to create a clean and healthy environment and behaviour through the management of waste with the 3R principle, reduce the amount of waste at the landfill (TPA), and empower the community to increase creativity and income. The management function in the waste bank, namely planning, implementation and control in the field of human resources educates management and members to behave and maintain the environment so that a clean and healthy life by applying the 3R principle, the field of financial management manages 3R management funds according to financial management and accounting standard guidelines finance so that efficiency, effectiveness and profitability can be achieved, the production management sector produces organic waste into fertilizers, biogas, and organic recycled creative crafts, produces non-organic waste into recycled creative crafts, plastic seeds and fuel, marketing management applies the marketing mix (product, price, promotion and place) according to market needs.

The training socialization by briefly explaining the benefits of making a waste bank financial report in accordance with financial management and financial accounting standards so that waste bank organizations can improve efficiency, effectiveness and profitability, then recycling training can be carried out independently by groups with peer learning, through training team from trainer of Mercu Buana University lecturers or in collaboration with the village women community team. The socialization of the training was carried out at the South Meruya RPTRA, attended by South Meruya Village Head is Mr. Sarwono, Chairman of the women community h. South Meruya Village is Mrs Wahyuridah and the women community management at citizen association level in the South Meruya Village. Furthermore, socialization at the sub district level cooperated with the waste bank officers in the Kembangan Sub-district environmental management unit to the management of Kembangan Sub-district waste bank.

3.3. Dissemination of the waste bank business development socialization

The socialization of waste bank business development began in the South Meruya Village in the South Meruya RPTRA building, at that time was attended by South Meruya Village Head is Mr. Sarwono, the Chairman of woman community South Meruya is Mrs Wahyuridah and the management of women community citizen association level in South Meruya Village. After being formed by the Permata RPTRA Waste Bank in South Meruya. Furthermore, the socialization was continued at the Sub district level which was carried out in the RPTRA building in North Meruya present at this event, Mr. Agus is Head of Kembangan Sub district and Secretary of Sub district is Mr. Iksan, the Chairman of South Meruya Village women community, the Chairman of North Meruya Village women community, the Chairman of South Kembangan Village women community, Chairman of North Kembangan Village women community Chairman of Joglo Village women community, Chairman of Srengseng Village women community and citizen association level women community management in Kembangan District.

The implementation of the waste bank socialization began in the South Meruya Village, at that time attended by South Meruya Village Head is Mr. Sarwono, the chairman of South Meruya women community is Wahyuridah and management of citizen association level women community in the South Meruya Village. The socialization of waste bank business development, it was explained that the development of waste bank business can be done by developing existing businesses by making better innovations and promotions, and or by opening new businesses related to existing businesses such as ornamental plant farmers who use organic fertilizers, hydroponic farmers or business diversification by opening new businesses that are not directly related to existing businesses such as bank agents that are related indirectly in terms of orderly administration, transaction security and spending to obtain micro-business loans.

3.4. Implementation of Waste Bank Business Development

Business development becomes a bank agent and new business entrepreneur.. The waste bank has developed a bank agent business for orderly administration, transaction security and land acquisition for micro credit. From the analysis of Business Canvas Model (BMC) that waste bank was increasing as follow: a. Customer Segment (CS) is a society domiciled in West Jakarta who do not have a savings and income is relatively low b. Proposition (VP) is Basic Saving Account (BSA) and microcredit. c. Customer Relationship (CR) which defines the relationship between the Bank Agent and the customer is a member of the Waste Bank, family, neighbours, friends, others community members and the general public. d. Channel (CH) is a way to reach customers with direct distribution channels, marketing online and ICT. e. Revenue Stream (RS) are Bank agent Fee and income from customer Bank agent. f. Key Resource (KR) is a mobile/hand phone and EDC machine that will serve fund transfers, cash deposits, electricity bill payments, water and telephone and other financial transactions. g. Key Activities (KA) as a bank agent. h. Key Partners (KP) as bank representative, Bank Marketing and other bank partner. i. Cost Structure while the costs incurred are the administrative costs of the bank, the fees are shared from commissions / fees, electricity cost, telephone and transportation cost.(3)

The development of a waste bank business is becoming a new business entrepreneur such as ornamental plant farmers and recycling craft manufacturing training services.



Figure 1. Activity of the women community in waste bank

3.5. Monitoring and Evaluation

Monitoring of waste bank activities is divided into: (a) Monitoring the performance of waste banks. The waste bank that has been formed has been actively weighing and selling non-organic waste at least twice a month, Recycle creative waste craft which has been produced from waste paper, banana tree stem, patchwork, *ondel ondel* dolls from plastic bottles, craft bags and wallet from plastic wrap, bio gas and organic fertilizer; (b) Monitoring the realization of the implementation of training results; (c) The implementation of the waste bank financial report has been carried out in the waste bank group, as well as the implementation of crafting waste recycled creative products and the application of organic fertilizer.

The development of the bank's business as a bank agent in management and members of the waste bank is quite good where there have been 36 bank agents formed in Kembangan District and actively looking for customers. Business development into ornamental plant farmers also developed in South Meruya Village. The waste bank helps the women community to increasing of knowledge, skill, and income to herself and the people. Waste bank performance still needs to be improved, especially in efforts to collect non-organic waste so that can increase revenue, sales of recycled products must be more innovative and more active, the production of recycled goods must be more innovative and according to market tastes. Making simple financial reports is good enough and needs to be improved by training in making financial reports using a computer. Human resources should be better for management to involve the younger generation so that there is a management regeneration Bank agents are quite developed and add to management and member producers. The business of ornamental plants is quite well developed. Provide recommendations on evaluation results for improving the system, management and business of waste banks. Expected by the waste bank management to involve the younger generation more, the production of recycled creative products must be more innovative and active in marketing products online and the need to train waste bank financial report training with computers.

4. Conclusions

Waste bank in women community formed within stages of activities (1) Preliminary stage, (2) Preparation stage, (3) Implementation stage, and (4) Monitoring and evaluation. The waste bank have internal problem of the skill of human resources, but have external opportunity with the free of charges training. The waste bank helps the women community to increasing of knowledge, skill, and income to herself and the people trough principle of the 3R (Reduce, Reuse and Recycle) and training. Waste bank needs to increasing innovation in product and promotion, and management regenerations. The waste bank has developed a bank agent business for orderly administration, transaction security and land acquisition for micro credit. The waste bank business development as a agent bank and business of ornamental plants can to increasing income for management and members of waste bank. The development of a waste bank business is becoming a new business entrepreneur such as ornamental plant farmers and recycling craft manufacturing training services. The waste bank management to involve the younger generation more, the production of recycled creative products must be more innovative and active in marketing products online and the need to train waste bank financial report training with computers.

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