

## Strengthening the Economy through Family Skills Enhancement Training

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### Abstract

Each family member must have the skills to support each other in improving the family's welfare. Husbands and fathers, as heads of the family, must be able to manage all family activities. As the family's financial manager, the mother has the authority to manage all family income well so that it can be used to meet the family's needs. Mothers and children can also contribute to finding sources of revenue for the family. This community service activity (PkM in Bahasa) is carried out by improving the skills of mothers and young women to manage family finances and strengthen business skills as an alternative source of family income. The business skills provided are sewing traditional community clothing at the activity partner's location. All participants were very enthusiastic about participating in the training activities. This was evident from the discussion and the many questions asked by group members. Members and prospective group members hope that training activities to improve skills for women can continue to be carried out in the future.

**Keywords:** Family, Financial Management, Skills, Training, Women

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## INTRODUCTION

A family is the smallest group in society consisting of at least a father, a mother, and children. Father, as the head of the family, must be able to manage the family well to achieve family goals (Retnowati, 2009). The mother is a financial manager responsible for managing the family finances so that all family needs can be adequately met (Siregar, 2019). Parents have the main task of setting strategies to strengthen the family economy (Retnowati, 2009). Strengthening the family economy is an effort to improve family welfare and stability through various programs and activities. Family economic welfare significantly impacts the development of children and society as a whole. Poverty is often the root of problems that affect children's lives, including high rates of child labor, malnutrition, and child trafficking (Daoud and Johansson, 2024). To address this problem, various programs and approaches have been implemented to strengthen the family economy.

The responsibility for managing the family economy in general and meeting the family's needs is indeed on

the shoulders of a father. Mothers have an essential role in strengthening the family economy. Mothers need to have the skills to run a business and the skills to manage family finances (Akbar and Pakanna, 2023). Anggita, et al., (2020) stated that husbands are responsible for planning, organizing, and even making financial decisions, this is a crucial action in a household, but this responsibility has shifted to a wife, so a wife is required to have the ability to manage finances. A mother needs skills to be able to run a business so that she can contribute to strengthening the family economy. Mothers who run businesses need skills, not only related to the company being run, but also skills to manage time, because the responsibility for internal household management must still be carried out.

Family financial management Knowledge and skills are essential for mothers or prospective homemakers. Good family financial management is necessary to create economic stability and shared prosperity in the household (Apriyanto and Ramli, 2020). The role of mothers is crucial in managing finances well. In addition, mothers can also use the skills they have to generate additional income for the family. Most mothers want to develop a business from a skills base without leaving home (Akbar and Pakanna, 2023).

The Community Service Team (PkM in Bahasa) Postgraduate Program of Universitas Jambi held training on family financial management strategies and facilitated sewing training for mothers and young women. The sewing training provided was specific to the sewing skills of traditional women's clothing in the Tabir community, namely baju kurung. Sewing training was carried out from August to September 2024, with instructors also coming from women's business group members who were partners in PkM activities. In addition, for mothers who already have a business, the PkM Team collaborates with the Cooperatives, Small and Medium Enterprises, Industry and Trade Service of Merangin Regency to guide small industry players. The focus of coaching is on business development strategies. This article aims to explain Economic Strengthening through Family Skills Improvement Training. This article was written from PkM activities with partners of the Ketalang Petang women's business group, Merangin.

## METHODS

The team carried out the Community Service activities in three stages to provide solutions to solve the problems faced by members of the women's business group partners of this activity. The methods for implementing this community service activity include:

1. Planning stage. The Community Service Team conducted an initial survey, prepared and submitted proposals to LPPM, coordinated with Departement of Cooperatives, SMEs, Industry and Trade Service of Merangin Regency, and prepared for implementing the activity.
2. Implementation Stage. The method and stages of implementing the activity include training in sewing traditional clothes for the Tabir community. Coaching was carried out with Departement of Cooperatives, SMEs, Trade and Industry Service (KUKMPP) of Merangin Regency, and family financial management training. Before the training, an initial discussion was held regarding preparing to implement the activity. One of the advantages of this training activity is that the resource persons for the sewing training are

members of the partner group, so that the sustainability of the training activities can continue to be developed.

3. Evaluation stage of activities and potential for further program development after the activity is completed. Evaluation is carried out after the training is completed to assess the effectiveness of the activity. This requires administrators' participation in evaluating the activity implementation results. Continuous monitoring and evaluation are also carried out by the Merangin Regency KUKMPP Service, which mentors all SMEs in Merangin. The team also evaluated the implementation of the activity to assess its effectiveness. Based on the team's evaluation results, participants were delighted with the activities that had been carried out. One proof is that 90 percent of sewing training participants can make traditional Tabir community clothing independently.

Partners participate very actively in the implementation of this community service activity. Forms of participation include providing a place to implement activities, helping the team coordinate with various authorized parties, and other forms.

## RESULTS AND DISCUSSION

Universitas Jambi is committed to increasing the role of campuses in improving the community's economy, one of which is through PkM activities—the community's economic welfare, including families who are members of women's business groups. Rahayu et al. (2022) found that women's business groups should be appreciated because they can support the family economy and survive the COVID-19 pandemic. The partners who are the target of dissemination and implementation activities based on the research and innovation results produced by lecturers in this PkM activity are women's business groups (see Figure 1). Three activities with partners that are part of the PkM activity are further described as follows:

### ***Improving Family Financial Management Skills***

Family economic management aims to improve the welfare and financial stability of the family. The main objectives of family economic management include managing income, expenses, investment management, and minimizing debt (Jumaili et al., 2024). Income management is essential so that the income received is sufficient to meet all family needs, especially primary needs. Critical family financial management is also related to monitoring and controlling expenses. Families must be able to allocate funds wisely for daily and other needs. Families must also consider anticipating future family finances through investment management and minimizing debt. The hope is that with sound financial management, families can achieve economic stability, reduce stress, and strengthen the foundation for a better future.

Financial stability is essential for a family. By managing family finances wisely, families can avoid excessive debt problems and maintain financial stability in the long term. This means that families will not be trapped in difficult financial situations and can face urgent needs more calmly. Financial goals can be achieved well. Sound financial management allows families to plan and achieve their financial goals, such as buying a house, financing

children's education, or preparing retirement funds. With proper planning, families can ensure that they have sufficient funds to achieve these goals.



**Figure 1.** Family Financial Management Skills Improvement Activity with the Ketalang Petang Women's Business Group

Families should also prevent excessive debt. By managing finances well, families can avoid getting caught in excessive debt. This is important to maintain the family's financial health and to prevent stress caused by heavy debt burdens. Financial management can also help support the family's emotional stability because well-managed finances can reduce stress and conflict in the family related to money problems. With good planning and communication, family members can feel calmer and focus on more essential things in everyday life. In addition, it will also improve family cooperation. Good financial management involves all family members in the planning and decision-making process. This helps create a shared understanding and better cooperation in achieving the family's financial goals (Singh et al., 2022).

Family Financial Management Steps include budgeting, prioritizing debt payments and settlements, and savings plans. Families must also think long-term, such as family income and investment plans. Furthermore, families determine the priority of paying debts so they do not accumulate to reduce the risk of accumulation. Some families must also prepare a Long-Term Thinking plan. Families must consider the financial implications of short-term decisions and focus on long-term goals. Family savings can be an anticipatory attitude to meet unexpected needs or specific spending plans in the future, such as children's education needs, family vacations, and others. Families must also have investments or investment plans, both short-term and long-term.

The response of training participants was excellent regarding the material on managing finances. Participants admitted that few had prepared budgets and controlled their finances in writing. The family budget is only estimated, without being prepared regularly. Likewise, the recording of income and expenses has not been



done properly, so the amount of income and costs is not appropriately known monthly. From the evaluation results after the activity, some participants have started to record the income and expenses of their business results regularly.

Sound financial management will be more optimal if there is a division of roles between family members. All family members must discuss and determine how they will contribute to financial management (Nasir et al., 2021). As the head of the family, the father can be likened to a company director, so he has overall responsibility for family management. The father is the supervisor and also the director of family finances. The mother is the family's financial manager, so the daily operations of the family finances can be the mother's responsibility. Children can contribute in the form of participation in the family financial management process, including starting to learn to manage their finances. These steps can be used as a reference for managing family finances more effectively and achieving better financial stability.

### ***Improving Traditional Clothing Sewing Skills***

Strengthening the family economy is important because poverty can affect children's lives. High rates of child labor, malnutrition, and child trafficking are often related to poverty. Therefore, strengthening the family economy is very important. Children can grow optimally, get a good education, and obtain their rights if their families have good economic welfare.

Training programs are designed systematically and structured to improve traditional clothing sewing skills among homemakers and young women (Figure 2). Silalahi et al. (2019) stated that training programs should begin with introducing the materials and tools used in sewing traditional clothing, including various fabrics, sewing patterns, and tools such as sewing machines and their equipment. Furthermore, participants must be given basic knowledge about sewing techniques, starting from how to read patterns and basic sewing techniques to finishing, such as cutting and assembly (Silalahi et al., 2019).



**Figure 2.** Traditional Clothing Sewing Skills Improvement Activities. a) Use of sewing machines. b) Adjustment of traditional clothing sizes

The training is conducted through face-to-face meetings that allow participants to practice directly with the guidance of instructors. In addition, project-based learning methods can also be very effective. According to Wangsi et al. (2021), providing real projects to sew, such as making traditional clothes that can be used or given as gifts, increases participants' motivation and practical skills. Training programs should include hands-on practice sessions where participants can apply the skills they have learned in real projects (Subyantoro et al., 2022).

The sewing training method in this community service activity consists of face-to-face meetings to learn basic sewing techniques, pattern making, and sewing practices. Each participant is given materials. The trainers also come from members of the activity group. The results of the activities of all participants were that they could independently make patterns and sew clothes that they could use by themselves and their families. During the evaluation after the activity, some participants had even received orders to sew traditional clothes from their families and neighbors. The sewing skills that can be implemented are invaluable for the family's economy.

Benefits for family finances include improving traditional clothing sewing skills, which can significantly benefit the family. With their sewing skills, homemakers and young women can reduce spending on clothing, especially traditional clothing, which often has a high price on the market (Siregar, 2019). This skill allows them to save costs usually spent on buying ready-to-wear clothing.

In addition, sewing skills can open up opportunities to generate additional income. The training participants who are already proficient have used their skills to make traditional clothing commercially. However, consumers who are still limited to family and neighbors around the house, according to Nurjaman (2022), can earn additional income that can strengthen family finances by marketing their products directly to consumers or through online platforms. This can also create small business opportunities that have the potential to grow into larger businesses.

Furthermore, the sewing skills acquired can facilitate the creation of clothing for special occasions or traditional ceremonies that often require traditional clothing, reducing the need to purchase expensive clothing regularly (Astuti & Luayyi, 2019). It is essential to develop a sustainable strategy to ensure that traditional clothing sewing skills continue to grow. Training programs should include advanced modules that train more complex skills, such as complicated traditional clothing designs or advanced sewing techniques (Silalahi et al., 2019). This will ensure that participants not only learn the basics but can also develop their skills continuously.

The formation of community groups or online forums can facilitate the exchange of knowledge and experiences between participants. These groups can be a platform for members to share tips, techniques, and feedback on their sewing work (Silalahi et al., 2019). In addition, it is also essential to update training materials regularly to include the latest trends in sewing design and techniques (Renata & Maeliah, 2013). Access to additional resources, such as online tutorials, training videos, and workshops from traditional clothing designers, will enrich the learning experience and help participants stay current with industry developments (Subyantoro et al., 2022).

### **Strategy for Sustainability of Partner Member Business**

The sustainability of partner member businesses requires a planned and systematic strategy. Business

owners need to identify partner members' specific needs and challenges. According to Mashuri and Nurjannah (2020), SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis effectively evaluates internal and external conditions that affect a business. A deep understanding of strengths, weaknesses, opportunities, and threats, so that strategies can be designed to maximize potential and mitigate risks.

Sustainability strategies should include thorough business, financial, marketing, and operational planning. According to Siregar (2019), a good business plan includes market analysis, long-term goal setting, and product development and diversification strategies. It also involves efficient financial management, good cash flow monitoring, and cost management to ensure business sustainability (Rachmawati et al., 2023).

Training and skills development for partner members is also essential to a sustainability strategy. Training programs should be designed to improve managerial, technical, and marketing skills and the ability to utilize technology (Nurjaman, 2022; Silalahi et al., 2019; Haar 2020). These training activities can be accompanied by mentoring from industry experts to provide practical insights and necessary support.

An effective sustainability strategy can provide significant benefits to partner member businesses. One of the main benefits is increased competitiveness in the market. With the right marketing strategy, including effective brand recognition and promotion, companies can attract new customers and retain old customers (Haryono, 2015). This helps businesses to continue to grow and increase revenue. In addition, a good sustainability strategy helps in better risk management. According to Putri et al. (2024), businesses can face various challenges such as market fluctuations, regulatory changes, and economic crises with better preparedness by having a solid risk mitigation plan. This helps maintain business stability and sustainability in the long term.

Efficient financial management also ensures that businesses remain solvent and can weather periods of economic uncertainty. Good cash flow management enables companies to meet financial obligations and invest in growth opportunities, thus supporting long-term sustainability (Rachmawati et al., 2023). Sustainability strategies can be implemented sustainably; it is essential to continue developing and adjusting strategies according to changes in the business environment. According to Sagala et al. (2024), businesses must routinely evaluate and modify existing methods based on market feedback, technological developments, and industry trends.

Participants who have run a business need to build a strong network with various stakeholders, including suppliers, customers, and business partners. Collaboration with partners will be easier. Collaboration is one of the essential strategies in developing women's businesses (Novita, 2019). This network can provide additional support, share knowledge, and open up new opportunities for collaboration. Involving partner members in strategic decision-making and providing incentives for good performance can also increase their involvement and commitment to business sustainability (Jaelani & Purnama, 2022).

Sustainable development also involves investment in technology and innovation. According to Indrayani (2012), new technology can improve operational efficiency and provide a competitive advantage in the market. Therefore, businesses must continue to invest in relevant technology and training to remain competitive and adapt to market changes.

## CONCLUSION

Community Service activities are part of the tri dharma tasks that universities must carry out. Community Service activities are an implementation of the research and development results of Community Service activities previously carried out by the Team. This joint coaching activity went very smoothly. Participants were enthusiastic about participating in this activity, as evidenced by the many questions submitted during the discussion. Sewing training activities also continued until September. This activity has increased the knowledge and skills of mothers and prospective mothers of partner members in managing family finances and developing their businesses. Participants have the skills to manage finances. In addition, participants also have the skills to sew traditional clothing as an alternative family business. Participants can already sew traditional clothing for their needs, and some have even started accepting traditional clothing sewing services for their families and neighbors. Participants also hope that such activities can continue to be carried out. Participants hope that, besides sewing skills and managing family finances, they also need skills to develop businesses using information technology. The local government, primarily through the KUKMPP Service, must continue to provide coaching so that the development of small and micro enterprises managed by women's business groups and mothers can continue to be sustainable.

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## DECLARATIONS

- |                        |   |   |
|------------------------|---|---|
| Author Contribution    | : | SR: Conceptualization, Writing - Original Draft and Methodology;<br>Y: Formal analysis, and Methodology;<br>R: Formal analysis and Investigation;<br>H: Formal analysis and Investigation;<br>WT: Formal analysis, and Methodology;<br>MHIK: Writing - Review & Editing |
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