

# The Utilization of Tailoring Women's Clothing Technology as an Effort to Empower Immoral Women

(Study at the Technical Services Unit (UPT) of the Immoral Women Social Services Berastagi)

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**Abstract:** This study aims to analyze in detail the description of empowerment of prostitute women through the use of sewing technology for women's clothing as an effort to empower prostitute women in UPT immoral Women's Social Services Berastagi. This study uses a qualitative approach, using in-depth interviews and reviewing documents related to empowering immoral women. The research findings show that there are changes that are obtained by the Wanita Tuna Susila (WTS) after becoming fostered citizens. Both changes in attitudes towards a better, and increased abilities such as the ability to sew women's clothing by utilizing technology and marketing products through online media that have an impact on additional income.

**Keywords:** Women's Empowerment, Immoral women

## I. INTRODUCTION

Women are important objects and are always the focus of attention in many ways. Women are also often regarded as weak and powerless creatures and are not counted. Women are often considered as attractive commodities to be traded under various pretexts and guise of fraud. Some women are trafficked to become domestic workers (PRT) and more popular as prostitutes (WTS). Modernization in adulthood now includes in various fields of life. Affects the pattern of human life in society and gives a bad impact for individuals who can not adjust to the end of the decline in moral values in society. Prostitution is one of the negative effects of modernization in the world today, and is still the same as conventional prostitution in the past it was only distinguished by easier transaction and booking methods simply by using devices or internet facilities that were able to choose people, set schedules and places for transactions and were more popular with the term online prostitution. According to online prostitution research is the transaction or sale of sexual services via the internet or social media to get money or rewards [1]. According to data from the Ministry of Social Affairs 2018 Indonesia ranks first as the country that has the most localization with a total of 40 thousand sex workers. The Social Service of North Sumatra Province also noted that according to BPS data in 2015 there were 2,602 WTS in North Sumatra and this number increased in the following year, where in 2016 it increased to 2,739 WTS people in North Sumatra, mostly in Medan City [2]

The large number of women who work as WTS in a rational and factual way is caused by many factors including; lazy attitude, uneducated, forced, material

aspirations and abnormal sexual appetite [3] in addressing the problem of WTS in Indonesia need a variety of preventive efforts (mediation) as well as repressive and curative through rehabilitation and socialization such as localization and control of WTS. This rehabilitation and outreach is carried out through moral and religious education, vocational training and vocational education in order to become independent, productive and creative human beings when later returned as moral members of society. One of the efforts made by the community to empower women is related to difficulties in gaining access for their financial resources is to empower women. [4] [5] The process of providing education and skills to women who are powerless in the so-called empowerment of women.

UU no. 20 of 2003 article 26 paragraph 3, one of the focuses of which is women's empowerment education. Women's empowerment is one of the most interesting parts to be studied because it is one of the efforts to encourage the realization of quality and globally competitive women and become equal partners with men in every sector of national development. In addition, women's empowerment education is a process of increasing the dignity of women, among others in the form of increased knowledge, experience, and the formation of attitudes and behaviors [6].

In an effort to deal with social problems of immorality, the government of North Sumatra Province through the First Level Social Service of North Sumatra Province carries out real service efforts through existing facilities and infrastructures such as providing clothes sewing skills by utilizing technology in making patterns, looking for clothing designs women who are in line with

market needs and also in marketing. Fostered residents in UPT immoral Women's Social Services Berastagi. are the result of raids conducted by both provincial and district control teams. When related to their background they work as WTS because of low educational factors, lazy and do not have skills. Departing from the reality as mentioned above, this research is focused on Utilization of Technology as an Effort to Empower Immoral women (Study in the Technical Service Unit (UPT) of immoral women Social Services Berastagi.

## II. RESEARCH METHODS

This research uses descriptive qualitative research type. The qualitative approach produces descriptive data in the form of written, oral words from people and observed behavior. Cresswell (2016) suggests that a qualitative approach aims to explore and understand those by a number of individuals or groups of people who are ascribed to social or humanitarian problems [7]. This opinion is in line with the purpose of the study to find and analyze in detail the picture of empowerment of prostitutes through the Utilization of Technology as an Empowerment for immoral women in UPT social services Berastagi, which is explained in words rather than numbers. The results of this study emphasize the meaning rather than generalization [8]. Of the 20 assisted residents there researchers chose 4 people who were made as research subjects because they were considered to be able to represent all subjects. The research subjects in this study are those who are directly involved, have knowledge, can express, explain, state, demonstrate, and demonstrate various activities regarding the research focus. The research site was conducted at the (UPT) of immoral women Social Services Berastagi. Kuta Gadung Village, Berastagi District, North Sumatra. The reason the researchers chose this UPT was because it was the only institution that handled WTS problems in North Sumatra

## III. RESULTS AND DISCUSSION

The immoral women Social Services Unit (UPT) Berastagi is located in Raya Village, Kabanjahe sub-district, Karo District, approximately 68 km from the city of Medan. It was established in 1977 under the name Tuna Susila Kabanjahe Women's Rehabilitation facility and by the Head of the District Level II Karo Tampak Sebayang District gave the name PARASWARA Women's Rehabilitation advice and this name is often known by the wider community. Which has meaning as a place to mature par with prostitutes through a process of social rehabilitation. In 2011, the name changed to UPT. immoral women Social Services Berastagi.

In the process of service and rehabilitation at UPT immoral Women's Social Services have several stages that must be undertaken by the target residents. The stages in the rehabilitation process are as follows: initial approach, implementation of guidance and guidance, mental guidance, skills guidance, provision of toolkit, further guidance, evaluation and termination. The rehabilitation service phase lasts for six months with the breakdown of the first two months as a coaching process in the areas of mental, physical, social guidance and

religious guidance and the last four months is guidance in the field of skills, which includes: sewing, and salons.

The empowerment process undertaken for fostered residents is divided into several stages starting from planning, implementation and evaluation. Learning planning is prepared by the coach, and assisted by the instructor. In the preparation stage there are a number of things being done including the preparation of instructors and identification of needs. According to Suharto, E (2014) said that identification of needs can be defined as deficiencies that encourage people to fulfill them. [9]. Fostered citizens also as objects of empowerment do not feel the need for skills, but community workers see the inability of the community as needs that must be met or often known as normative needs (normative needs) [10]. The stages of identifying needs are considered to be important in every empowerment process, as well as those carried out by UPT Susila Berastagi Women's Social Services officers) by offering two types of skills such as beauty make-up and sewing women's clothing. Both types of skills are offered because they are considered to be skills that can be used in daily life and can be used as a livelihood to make the target people become a fully independent community. In line with the opinion of Swift and Levin in Mardikanto (2015), it is stated that a community that is empowered is indicated by the characteristics of the community having access to productive resources that enable them to increase their income and obtain the goods and services they need [11]. When viewed in terms of the development of women's fashion and the world of beauty today that is increasingly advanced to make the world of fashion into something that deserves to be taken seriously. Of the two types of skills offered, 20 assisted people choose clothing sewing skills as a skill they will learn. As for some fostered residents choose the skills of sewing women's clothing because they are familiar with the world of sewing, such as sewing hands at home for daily wear and there are 4 people from the target people who are also used as objects of research that have attended courses before but did not arrive at stage is complete.

The selected instructors are people who have been instructors at the orphanage for 5 years, become instructors for sewing courses that they think are themselves at home, and become instructors at KWK (Christian Women's Skills) held by the GBKP church in Kaban Jahe for 8 years. The training is held twice a week every Monday and Wednesday for 4 months. During the process of carrying out many obstacles encountered ranging from inadequate facilities to the very core problem of feeling lazy and bored experienced by the inmates. As an instructor in addition to providing skills must also be able to provide motivation so that the fostered residents in participating in the training Patience and caution of officers need to be considered especially in dealing with the characters, habits, and culture of the fostered citizens who have long been embedded, and it is clear that the attitude given by the agent reformers greatly affect the level of participation of fostered citizens to attend training. As said by Anwas, O (2013) that the accompanying or coaching activities need to be done wisely, gradually and continuously [12].

The type of training in sewing women's clothing with the use of technology is very helpful, starting from making patterns, searching for the latest models to the marketing process from the results of stitches that have been produced by the target people. In addition, fostered residents are also explained about sewing technology, in the form of knowledge that studies the methods, techniques of making or completing stitches, and including studying sewing machine parts, sewing machine maintenance, and how to care for sewing machines. [13]. Not only that, the skills offered are not only limited to sewing skills in women's clothing but are also taught how to market products on various social media owned by the target people, starting from making attractive product images, making convincing marketing captions or slogans, how to respond or respond buyers on social media, and how to make posts more interesting.

After the final implementation is an evaluation process to measure the extent to which the ability or learning outcomes have been obtained by the trainees. Evaluation results often do not match the expectations of the instructor and the coach. For those who have good evaluations, they will get a reward in the form of clothes they will sew themselves and wages from the sewing results are given to the target people. But for those who have not achieved maximum results, they will not be subject to sanctions but additional time to learn. The results of the stitches of the assisted residents other than may be marketed themselves with the record of the results of the stitches must be sorted in advance by the instructor and the coach with the aim of maintaining the quality of the stitches. In addition, the results of the stitches are also marketed by the instructor because they are believed to be trusted by the community because of the background of the instructor who does have a course and receives orders in large and small numbers so that indirectly a lot of stitch orders will be done by the target residents

#### IV. CONCLUSION

There are two types of community empowerment, bottom up and top down empowerment. Empowerment carried out by UPT. is a type of top-down empowerment that is empowerment from top to bottom. The empowerment process whose program has been prepared is based on the identification of problems that were carried out previously due to the community's unconsciousness over the inability they have but the UPT. Social Services for immoral Women Berastagi see problems and helplessness, such as being rude, and lacking skills

The impact of an empowerment process is a change towards a better, changing attitudes, knowledge and skills as a provision in the future. Changes in attitudes seen from the results of the empowerment process of fostered citizens are polite, can hold emotions seen from no fights among fostered residents such as the first time they entered the UPT Susuna and Tuna Laras Berastagi Women's Social Services and the motivation to become a better person in order to be accepted in the community. Skills gained such as sewing skills can already be applied in the community as an additional even as the main livelihood. Because the success of empowerment is not

only limited to changing attitudes and skills adoption but there is a follow-up after the program is finished. Changes in knowledge possessed by fostered residents are the ability to market the results of stitches through devices, such as marketing through Facebook, WA, and Instagram. Fostered citizens are also fostered in making attractive captions to attract buyers in various social media.

#### V. ACKNOWLEDGMENT

Thank you to all parties, Drs. Halomoan Samsir as KA.UPT. The Social Service for immoral Women in Berastagi which always provides convenience for the research team in obtaining information. The Head of Administration, the Trustees team and all fostered residents who provided complete information and helped a lot with this research

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