



EVALUATION OF TOURISM VILLAGE WOMEN EMPOWERMENT THROUGH HOME INDUSTRY

*(Case Study in PKK Group "Ita Sue" Oeseli Village, Rote-Ndao
Regency)*

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Abstract— The purpose of this study is to describe women's participation at each stage of the women's empowerment program through the home industry, explain the reasons why women are involved in the home industry, and explain the supporting and inhibiting factors of the empowerment process. This study uses a qualitative method, which emphasizes the process and prospects of empowering women in Oeseli village in the form of a case study to obtain a more detailed picture. Informants in this study amounted to 6 people. The results of this study indicate that the local government has elaborated the principle of women's empowerment in a mechanism that increases opportunities for involvement but has not provided equal opportunities for women because opportunities are greater for village women elites. Women's involvement and participation in the Empowerment Program activities are not purely out of awareness. Ability, and experience, are still low. Second, the inhibiting factor for the process of empowering women in the tourism village of Oeseli is that there is no internal agreement between the implementers at the village level and the implementers with the district government. There is still a large role and involvement of village officials and implementers, and a lack of family support for the involvement of women in activities. Third, the supporting factors for the process of empowering women in Oeseli village are the firmness of the principle of empowering women in the program capable of encouraging women's participation in learning. The role of village officials and program implementers at each stage of the program due to the orientation of the program implementers towards achieving the target is still quite large.

Keywords; Evaluation, Women Empowerment; Tourism Village; Home Industry

I. INTRODUCTION

United Nations. Community empowerment, especially for women, is a process to encourage women who lack access to development resources to be more independent in developing their lives. Apart from that, women are required to be able to find the right solution and access the necessary resources, both external resources, and resources belonging to the community itself. Women's empowerment activities are determined by the community, where the supporting institutions only have the role of facilitator. [1] stated that the needs of rural women to increase their participation in the field of tourism development varied considerably based on the characteristics of the potential of the village and its community. Some of these needs include education and training as well as counseling and guidance in the field of attraction development such as regional art performances, providing homestays, knowledge, and skills in the tourism business sector such as making souvenirs, catering businesses, and developing other tourism services businesses. Oeseli Village pays great attention to the implementation of the Community Empowerment program by providing assistance in the form of funds and training such as Homestay Management, Manufacture and packaging of Cindra Mata as typical souvenirs from Oeseli village in the form of soap made from coconut oil (*Mina'no*), sugar plates, woven hats and bags from palm leaves for housewives to manage. process and prospects. The Women's Empowerment Program in Oeseli Village is interesting to study and evaluate because first, the successful implementation of the Community Empowerment Program, including women's empowerment, which of course is related to the assessment of the performance of the village government, in this case, the village head, BUMDES, PKK is only limited to the recognition of the implementers. program. Therefore, this success still needs to be proven. Second, women's participation in managing resources increases self-reliance income. Third, research is still needed on the extent to which

women play an active role in formulating policies and strategies, setting activity agendas, and making decisions.

II. LITERATURE REVIEW

1. Evaluation

a. Evaluation Concept

[1] Explain: Evaluation is the process of describing, obtaining, and providing descriptive information and judgments about the value and merits of the objectives, design, implementation, and impact of multiple objects to guide decision-making, serve the need for accountability, and promote understanding of the phenomena involved. Based on the three definitions of evaluation above, in general, it provides an understanding that evaluation is a systematic and comprehensive step-by-step method to find out data by collecting, analyzing, and interpreting it so that it can be taken into consideration when stopping, continuing, adding, or subtracting programs.

b. Program Evaluation Objectives

Zohrabi (2012: 60) explains the 5 objectives of program evaluation as follows:

1. Knowing the results of a project following the objectives to be achieved based on the available resources.
2. Availability of means to achieve program objectives
3. Knowing that the facilities or activities can be achieved or utilized by people who need them to the fullest
4. Measuring the quality of work or targets produced by the program (quality of life, quality of goods)
5. Knowing the program carried out provides input on the desired changes.

c. Empowerment Program Evaluation Terms and Indicators

[3] explained the success of a program from each element to increase the adaptability and acceptability

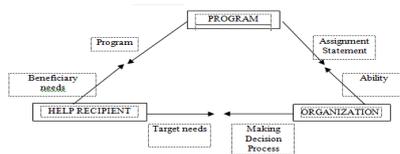


Fig. 1. Program Evaluation Terms and Indicators Example

The criteria used in the evaluation are program effectiveness and program efficiency as follows :

Effectiveness Concerning whether an alternative achieves the expected results or objectives of taking action

1. Efficiency Concerning the amount of effort required to produce a certain level of effectiveness. The policy that achieves the highest success at the lowest cost.
2. Adequacy Concerning the extent to which an effective action satisfies a need, value, or opportunity that requires a problem. This criterion is on the strength of the relationship between policy alternatives and the expected outcomes
3. The era of the relationship of equality with legal and social rationality shows the distribution of consequences and

efforts between different groups in society. Convenience-oriented policies are policies that fit a fair balance

4. Reciprocity Regarding the extent to which a policy can satisfy needs and preferences. This criterion is important, because the analyst who can satisfy the criteria above, is still considered a failure if he has not responded to the actual needs of the group that should benefit from the existence of a policy.

2. Women Empowerment

a. Empowerment Concept

[1] explains that etymologically empowerment comes from the basic word "day" which means strength or ability. So empowerment is interpreted as a process to obtain power, strength, or ability, and or the provision of power, strength, or ability from parties who have power to parties who lack or do not have it [2] Empowerment is a process for the community to become empowered, encourage or motivate individuals to have the ability or empowerment to determine their life choices, empowerment must also be aimed at groups or layers of society that are left behind. [3] efforts to enable women to gain access and control over resources, economy, politics, society, and culture, so that women can self-regulate and increase self-confidence to be able to play a role and participate actively in solving problems, to build abilities and self-concept.

b. The Purpose of the Women's Empowerment Program

[4] explains that the objectives of the women's empowerment program are:

1. Improving the ability of women to be involved in the program
2. development, as active participation (subject), so that it is not just an object of development as has happened so far.
3. Improving the ability of women in leadership, to improve their bargaining position and involvement in every development, both as planners, and implementers, as well as monitoring and evaluating activities.
4. Improving the ability of women in managing household scale businesses, small industries, and large industries to support the increase in household needs, as well as to open up productive and independent work opportunities
5. Increasing the role and function of women's organizations at the local level as a forum for empowering women to be actively involved in development programs in the area where they live.

c. Indicators of the Success of Women's Empowerment

[5] There are 3 indicators of success in empowering women as follows:

1. Output indicators are indicated by the implementation of empowerment of women.
2. The income indicator is indicated by empowered women who can try to support the economy according to their skills.
3. Impact indicators are indicated by empowered women who have been able to live decently, can develop businesses, organize or socialize and form other women to develop their skills.

d. Women's Empowerment Program through Home Industry

- [5] The objectives of the women's empowerment program are:
1. Increasing the ability of women to be involved in the program as active participation (subject) so as not to become the object of development as has happened so far.
 2. Increasing the capacity of women in leadership, to increase their bargaining position and involvement in every development, both as implementers, as well as monitoring and evaluating activities.
 3. Increasing women's ability to manage household scale businesses, small industries, and large industries to support the increase in household needs, as well as to open up productive and independent work opportunities.
 4. Increasing the role and function of women's organizations at the local level as a forum for empowering women to be actively involved in development programs in the area where they live.

3. Tourist Village

a. Definition of Tourism Village

[9], Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside in both socio-economic life, socio-culture, customs, and daily life, has a typical village architecture and spatial structure, and unique and interesting economic activities. and has the potential to develop various components of tourism, such as attractions, accommodation, food and drinks, souvenirs, and other tourist needs. Village tourism (rural tourism) is tourism that consists of the overall rural experience, natural attractions, traditions, and unique elements as a whole that can attract tourists [10].

b. Supporting Factors for Tourism Village Development

[9] describes 7 Supporting Factors for Tourism Village Development as follows:

1. Human Resource Development (HRD): Through education, training, and participation in tourism-related activities and training to increase knowledge such as handicraft business activities, home industry, local food making, homestays, and so on.
2. Partnership: Mutually beneficial cooperation between the tourism village manager and tourism entrepreneurs in the city or the regional tourism office in the fields of business, namely accommodation, travel, promotion, training, and others.
3. Government activities in the village: Activities carried out by the village government, such as official meetings, development exhibitions, and ceremonies held in tourist villages.
4. Promotion: Tourism villages should often be promoted through various print and online media or social media such as Facebook, Instagram
5. Festivals/competitions: Routinely in tourist villages, it is necessary to organize activities that can attract tourists or other villagers to visit the tourist village, for example holding art festivals, sports competitions, and so on.
6. Fostering citizen organizations: Organizations in the village such as the PKK Women's Group, BUMDES, POKDARWIS, and other organizations in tourist villages.

7. Cooperation with universities: Establishing cooperation between tourist villages and existing universities or vocational education, to provide input and opportunities for activities in tourist villages to improve the development of the tourist village.

4. Home Industry

a. Definition of Home Industry

Home means home, residence, or hometown. Medium Industry can be interpreted as handicrafts, business products, and or companies. Home Industry is a home business for goods or small companies. It is said to be a small company because this type of economic activity is centered at home. [11] The definition of small business is clearly stated in Law no. 9 of 1995, which states that a small business is a business with a maximum net worth of Rp. 200 million (excluding land and buildings for business premises) with annual sales of a maximum of Rp. 1,000,000,000. Other criteria in Law No. 9 of 1995 are: owned by Indonesian citizens, independent, affiliated directly or indirectly with medium or large businesses, and in the form of individual business entities, whether legal entities or not.

b. Home Industry Benefits

[12] explains the benefits of small industries for the population, especially those from the economically weak group, as follows:

1. Provide employment opportunities for rural residents who generally do not work fully.
2. Provide additional income not only for workers or family interests but also for other family members.
3. Able to produce goods needed by local people and the surrounding area more efficiently and cheaper than large industries

c. Home Industry Characteristics

[13] The characteristics of the Home Industry are as follows:

1. Businesses are usually relatively small.
2. Businesses that are usually managed by the owner are called owner-managers who usually act as leaders who provide direction to several employees who are not too many and do not specialize in running a business.
3. The person in charge of decision-making is usually held by one person and does not give authority to others.
4. The relationship between management and employees is very close.
5. Usually business organizations without specialization of functions

III. METHODOLOGY

This research uses an approach with a case study research type (case study) and is descriptive. Qualitative research [16] explains that qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action, etc. The approach used is a case study [17] A case study is a case study. an intensive, detailed, and in-depth approach to a phenomenon. In accordance with the problems and research focus to be studied, the informants in this study are: The initial informants were selected purposively on the basis of the

subjects who mastered the problems related to the title, problem and research focus. Further informants, based on snowball sampling. To collect data, the researcher used 3 kinds of techniques, namely: In-depth Interviews, Observations, Documentation Studies Data analysis uses an interactive analysis model, namely data collection, data reduction, data presentation and conclusion drawing [17]

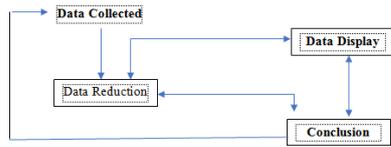


Fig. 2. Interactive Analysis Model

The collected data is reduced to the main research findings that are relevant to the writing material, and then presented in a narrative manner. Data reduction and presentation are two components of the analysis carried out simultaneously with the data collection process. The next process is drawing conclusions, which is carried out after the data collection process is presented, described and then given meaning with logical interpretation. In this way the ultimate goal of analysis is to gain some understanding of meaning.

IV. FINDINGS AND DISCUSSION

1. Research Findings and Discussion

a. Description Of Oeseli Village

The number of women in Oeseli village is 116 people (43.77%) of the total population of 265 people. Judging from the level of education, only a small proportion received education up to a bachelor's degree. (based on the interviews conducted) It could be that people who received education up to a bachelor's degree on average worked as employees such as village hall employees, teachers, midwives and school principals. Meanwhile, people whose education level is up to high school are doing home-based businesses to earn additional income.

Home Industry	Empowerment Program Through Home Industry			
	Total Of Group	Produce	Unproduce	Total Member/Group
Homestay	6	2	4	6
Lontar Fiber Crafts	2	1	1	10
Soap	3	3	3	27
Woven	3	2	1	6

^a. Empowerment Program Table



Fig. 3. The activity of Oeseli Women in Woven and Soap "Mina'no"

b. Description of Women Empowerment in Oeseli Village Tourism through Home Industry

Women's Empowerment Activities through Home Industries in Oeseli Village, Southwest Rote District, were considered positive. This is evidenced by the participation of women in running the Home Industry Business. The description of women's participation at each stage of program implementation and the reasons behind the involvement of women in program implementation cannot be separated from the process of implementing the Women's Empowerment program that they run. Therefore, to facilitate the description of the focus, the program implementation process will begin from the beginning to the completion of the Women's Empowerment Program activities in Oeseli Village. The process of implementing the Women's Empowerment Program through Home Industry in the Oeseli Tourism Village, Rote-Ndao Regency, began with outreach activities carried out at the Village Hall. This socialization activity was attended by village facilitators, village officials, BUMDES, POKDARWIS, and Women's Organizations. Socialization has an important value for the involvement of women both as planners and implementers in managing small industrial scale businesses. The Women's Empowerment Program in Oeseli Village through a Home Industry case study in the "Ita Sue" PKK Group including the Souvenir Craft Group, namely Homestay, Weaving, Lontar Weaving and Soap. Based on the results of observations and interviews, it was found that in general the level of participation of women in the Oeseli tourism village is quite good, but there are several groups who are not active in production activities, namely Homestay, Lontar Fiber Crafts, Woven, while for the production of min' soap. number is still active and even increasing. (based on the interviews conducted)

c. Evaluation of Inhibiting and Supporting Factors

No	Evaluation of Inhibiting and Supporting Factors	
	Inhibiting Factors	Supporting Factors
1	Women have participated and contributed in every stage of the Empowerment Program implementation, but their human resources are still low, such as educational background and experience.	Women's empowerment has not provided equal opportunities for every woman because there are greater opportunities for the village women's elite.
2	The women's empowerment program through home industry is a program in the village and the role of village officials is very large to achieve the targets and principles of determination by the village-level implementation team who have the willingness to learn, participate and contribute at every stage of program implementation.	Empowerment, The involvement and participation of women in the activities of the Empowerment Program is not based on awareness. The implementation of Women's Empowerment through home industry has been attempted to get women's participation in Oeseli village but this mechanism is still "forced" and cannot be separated from the awareness of women in Oeseli village to join the Mobilization Team. In addition, there is also a lack

No	Evaluation of Inhibiting and Supporting Factors	
	<i>Inhibiting Factors</i>	<i>Supporting Factors</i>
		of family support for the involvement of women in the implementation team of empowerment activities through the home industry.

b. Evaluation Of Inhibiting and Supporting Table

V. CONCLUSION

Women's Empowerment through the home industry is considered quite active, because there are still several groups who are not active and are directly involved. This is because:

1. The involvement of women in the early stages does not start from awareness, but because they meet the requirements of the program and implementers. However, at a later stage of activities, the involvement of women began to show a desire to learn and fulfill the trust of voters. Overall, the involvement is not optimal because there are still passive ones. The inhibiting factor for the process of empowering women is the absence of an internal agreement between implementers at the village level and the district government; mechanisms for "coercive" engagement; the role and involvement of village officials and program implementers is still large; Program Empowerment is more oriented towards village elites and village organizational elites, and the lack of family support for women's involvement in activities
2. The principles of women's empowerment to encourage women's participation in the village level implementation team and the implementation of the Community Empowerment Program, and women who are members of the village level implementation team have the willingness to learn. The women's empowerment program through the home industry is very effective, but the allocation of funds and the volume of facilities are enlarged.
3. Programs involving women with a community development approach have been going well, but to maximize processes, outputs, and outcomes, they need to be improved with assistance from NGOs as partners/facilitators. Furthermore, the filling of women's quotas in the village-level implementation team, however, needs to be followed up with a long-term strategy to increase women's access to decision-making positions, and not just temporarily during the implementation of the Empowerment Program. In the implementation of the next program, it is necessary to build a common understanding between PKK administrators so that they can contribute both to better processes and results to improve economic welfare.
4. It is necessary to implement a strategy that allows a change in the orientation of the village government and the community from always to the village elite and the elite of the village organization. Thus, empowerment efforts are not only at a certain elite level but equally for all women in Oeseli village.

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