

# Commercialization of Inorganic Waste-based Eco Friendly Creative Products to Improve Living Standard of Women Street Vendors in Cikapundung

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**Abstract**—Bandung is one of the icons or portraits of a rich city both in terms of education and creative human resources. Nevertheless, there is something ironic about this city. Right in the middle of it, there is an urban village which holds poor icon in this city known as flower city. This research designated as an empowerment program with the aim to improve living standards and reduce the amount of inorganic waste by processing them into eco-friendly creative products with an economic and high selling value for the street vendors of Cikapundung riverbank, Bandung, West Java. Based on Participatory Action Research (PAR) approach, the results of this research are to improve living standard and welfare of the poor people by building family's economic independence in generating per capita income in accordance with national welfare standard, to understand and foster the entrepreneurial spirit through caring for the environment, to be able to create creative and innovative results, to be able to overcome environmental problems, to be able to maintain the environmental hygiene through the spirit of concerning for the environment, and also to increase the economic value of creative and innovative products by processing inorganic wastes into valued products to obtain additional earnings.

**Keywords**—*inorganic waste; commercialization products; environmental friendly; street vendors; Cikapundung riverbank*

## I. INTRODUCTION

The Millennium Development Goals (MDGs) has strong commitment in solving global problems. One of the biggest issues it concerns on is poverty. It targets three points about extreme poverty and hunger, those are: 1) decrease the number of people whose income is less than \$1.25 a day, 2) improve employment productivity for all, including young people and woman [1].

To solve these problems, we should take notice of problem context deeply and strategic solutions. Poverty is related to inequality in society which always connected to economic problem [2]. Poverty is also seen as lack of resources of human being to reach education and skills, so that it affects some conditions such as the low paid on job and the unemployed [2,3]. Some research suggests that poverty relate to economy growth [3]. Meanwhile, economic growth can relate to the decrease of poverty, even this relationship is not absolutely

linier [3,4]. The problem of decreasing poverty is inequality [4]. There's a significant gap between wealthy and poor people. There are many factors that contribute to this trend, some of them are urbanization, low skill and education and lower salary for poor people [4].

Inequality is one of the problems in urban area like Bandung. Bandung is an Indonesian city with high economic growth based on some industrial activities, which is mostly contributed by fashion and culinary sector. However, the riverbank area is a region with a high level of depth and poverty severity category compared to other regions in the city of Bandung. The poverty of street vendors living on Cikapundung riverbanks indicated by the result of preliminary survey saying there are 62.5% of the citizen have monthly income average of Rp. 500,000-Rp. 1,500,000. The social minister said that based on BPS indicators, the poverty line applied was for families with the income below Rp. 600,000. In addition, the poverty on Cikapundung riverbank of Braga face problem of low quality of human resources, limited land ownership, inadequate living conditions, households without worthy assets, limited employment alternatives, degradation of environment and natural resources, weak institutions and community organizations, and have no power in determining the prices of products they sell.

Beside poverty, environment is another issue in urban area. The utilizing of inorganic package in instant products affects the abundance of inorganic waste. Therefore, researchers try to solve these two problems by developing human resources to create crafts from inorganic material in Cikapundung riverbank. Therefore, the objectives of this research are as follows:

- Attend human resources development training or workshop for creative crafts of inorganic materials.
- Evaluate the effect of giving incentive to the participants on their contribution while training process.
- Measure participants interest on developing creative crafts for business.

## II. RESEARCH METHOD

### A. Design of Study

The method used in this research is Participatory Action Research (PAR) approach. Achieving social transformation through economic empowerment of women street vendor's community who live on Cikapundung riverbank in Bandung needs strategies of carrying out several activities as follows [5-8]:

First, Approach, is direct communication with the assisted community concerning the problems faced by women street vendor's community.

Second, Social Plan is composing an action plan and analyzing all the needs together. It will be initialized by mapping the problems faced by women street vendors.

Third, Action Plan is starting to run programs that have been designed at planning phase. In implementing the program, the first thing to think about is finance, thus the team will try to find an accurate breakthrough with outside parties to get the funds needed.

Fourth, Reflection and Evaluation Plan. The reflection and evaluation will be carried out every time the action is completed or in progress to see how far the level of success has been achieved according to the plan (and expectation). A change of strategy or adding an action is possible in reflection and evaluation phase.

The above strategy has a connection that cannot be separated from each other. The approach is a strategy to explore various data and information relating to the planning of programs that must be implemented to achieve the objectives, while the implementation of the program is the core strategy. The expected goal cannot be achieved if there is no concrete action; while evaluation is related to assessing whether the program has been implemented optimally or not [7,8].

The phase of identifying problems that have been carried out by the research team include:

- Preliminary research was conducted to explore initial conditions of women street vendors community through direct observation methods, in-depth interview, and documentation, and found several problems. This first phase resulted in regional mapping and tracing (transect) of women street vendors community.
- Performing social and economic analysis to find out the needs, potentials, opportunities, and problems exist in street vendor community through Focus Group Discussion (FGD) techniques. The result obtained was formulation of tree problem analysis which later made into ranking matrix and problem solving matrix.
- The FGD technique is used in the analysis of related parties (stakeholder analysis) to explore the interests and participation of the community in education with the results of the venn diagram that shows institutional relations. In addition, excellence analysis and inventory of all weaknesses, potentials, and advantages of the assisted community are carried out, starting from the

resources they should the opportunities for future existence. In this phase researchers began to find out what factors could be developed by looking at the opportunities existed in women street vendor's community.

### B. Data Analysis

Data was analyzed by using one of purposive sampling, which is homogeneous sampling [9]. The objects of this analysis is specifically woman street vendor in Cikapundung. The participants will be the correspondents of this research evaluation about making craft from inorganic materials to support economic needs.

## III. RESULT AND DISCUSSION

This section fully describes the research results which consist of a description of respondent's characteristics. Based on that, the next step is a discussion on making the empowerment model for women street vendors in Cikapundung riverbank, Bandung.

### A. Human Resources Training

The participants of training and workshop are woman street vendor in Cikapundung, Bandung, West Java. Family dependents: majority of the most family dependents were 3 to 5 persons (75,60% of respondents); most of the respondents did not take part in the empowerment program conducted by the research team (79.60%). Wages or income: most of the wages they received were under monthly UMR (regional minimum wages) for 61.23% respondents.

### B. Incentive for Participants

The impact after participating in the production of inorganic recycled products into eco friendly products was that most of them get the most benefit/profitable for 67.35% respondents and quite profitable for 20.41% respondents. This happened because most of the participants were street vendors, and those who were truly diligent will feel the impact of the income they received as a maker of recycled products so that in turn they can improve their living standard. But on the contrary, those who were not diligent and not serious in making the products would get a small wage, so that it would not have an impact on their income.

The poor women street vendors from each region generally face the same problem similar to research findings, namely a low level of living, a relatively large number of families, very limited knowledge and skills, lack of effort, and lack of positive attitude towards progress for reasons of customs, religion, and life habits [10,11]. In general, women's participation in development also means utilizing human resources with high potential.

### C. Creative Crafts for Business

Street vendors who are members of the women empowerment group can generate income to meet their family's needs [12]. This is reflected in their answers which say that their average income is around five hundred thousand rupiahs per month, or even more if there are many orders for

bags and wallets. However, there should be many stakeholders support this plan because business relate to complex process, such as product development, quality control, marketing and branding.

#### IV. CONCLUSION

The women street vendors on Cikapundung riverbank, Bandung, West Java, which are spreaded in three urban villages as the objects of this research, have not used the empowerment program much through training/workshop in recycling inorganic waste. They want to be entrepreneurs but have limited capital constraints, limited knowledge and skills, lack of partners for the continuation of their business, have no proper place for production, and no access to marketing. Empowerment of poor women street vendor in this research is carried out through groups. Each group is facilitated by a chairman taken from local community through mutual agreement, especially from PKK (Family Welfare Movement) members who have the willingness to do productive activities by paying attention to the potential and carrying capacity of these resources in a sustainable and efficient manner. Empowerment through actively strengthening the role of poor women street vendors by making creative and innovative products from recycling inorganic products along with increased knowledge and skills is expected to be a more efficient means of strengthening social economy. This step needs to be put forward in the development of empowerment models for poor women street vendors as an effort to increase their income and foster community awareness to love the environment and reduce inorganic waste.

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