

Strategy of Sumberejo Woman Farmers Group in Implementing Life Skills Education through the Srikandi Factory Entrepreneurship Program Towards a Smart Village

Mila Maulidya Anwar*, Lasi Purwito, R. Anggia Listyaningrum

State University of Malang, Jl. Semarang No. 5 Malang, East Java, Indonesia

*Author of correspondence, Email: millamaulidya295@gmail.com

Abstract

Life or life skills can be interpreted as a person's ability to survive which includes the ability to think, the ability to communicate, the ability to build cooperation, and have a good character in acting, responsible, ethical in community life. The purpose of this study (1) to describe the strategy of the peasant women Group in implementing life skills education into the Srikandi Factory Entrepreneurship Program (2) to describe the process of the peasant women Group in pursuing the Srikandi Factory Entrepreneurship Program towards Smart Village (3) to determine the factors that support and inhibit the Sumberejo village KWT in implementing skills education Living Towards A Smart Village. This study uses qualitative research methods with the type of case study approach. The location of the study was conducted in the peasant women's group of Sumberejo Village, Batu City. Data collection techniques used by researchers are interviews, observation, and documentation studies. Data analysis techniques in this study are data reduction, data presentation, and drawing conclusions from the data obtained. Checking the validity of the data is done through engineering triangulation and source triangulation. The results showed that the strategy carried out by the peasant women group is implemented with life skills education through the Srikandi Factory program. Some of the strategies carried out by KWT Sumberejo include holding regular meetings within a week, implementing the training that have been followed to supplement the program at Srikandi Factory, creating Karya Wisata activities, and recruiting business partners. Some of these activities proceed through the entrepreneurship-based Srikandi Factory program whose implementation process uses 3 aspects of smart villages, including aspects based on smart communities, smart environments, and smart economies. This process is KWT Sumberejo's strategy to implement life skills education towards a smart village.

Keywords: Life Skills Education Strategy, Farmer Women Group, Smart Village

1. Introduction

The source of assets that can be used in the nation-building process is the wealth of the Indonesian state. These assets include Natural Resources, culture and human resources. It is these resources that can influence the process of determining the success of a development in the country. Development in a country can be done by increasing the ability of human resources, then supported by natural resources and cultural development. Improving human resources by realizing and implementing patterns, habits, and behavioral changes. Man will develop if the consciousness in him is high enough. With the development of technological and scientific advances, humans are required to continue to improve their knowledge in order to be able to maintain their existence in the midst of rampant competition. Technology brings significant changes to society. We are in the era of 5.0 where technology has become a friend to humans. Developments that occur where the massive digital transformation. The transformation that occurs has an impact on existing policies. In this case, the global world and the existence of

government policies are faced with various challenges such as depletion of Natural Resources and increasing economic inequality. The challenge is the need for public awareness in developing and utilizing the potential that exists in the surrounding environment. Depletion of Natural Resources and increasing economic disparities, the community is very instrumental to the utilization of existing local potential. In the current situation the demands of society to develop to overcome the development of technology and science are increasingly rapid, directing people to think more wisely in using technology and the use of media as well as improving knowledge by utilizing the means and media that exist in the surrounding environment. In this era of increasingly rapid competition, the Indonesian nation is stepping further to follow the development of technological models. The development of technological models that are increasingly undeniable will become friends in human life. Human activity is what brings the role and source of change and development of the Indonesian nation. Where it is required to be able to follow, filter to achieve the advantages of existing technology systems. In order to reach the point of competition, every community is able and can master the Science, Technology (Science and technology), skills and special skills that are needed to increase value and achieve high levels of national productivity. The development of human resources currently has a considerable acceleration so that the development and expansion is quite easy. A big challenge for the community both in urban and rural areas. It is necessary to apply culture or customs to society. So that the attitude and behavior of the community is not shifted by the existing perkembangan. Cultural potential also has an important role that is influenced by the attitude and behavior of human resources.

The rationale is related to the development of science. The development of science is not much different from the development of technology today. Science is always based on education and learning processes that are carried out gradually and continuously. Education is the main staple of human needs today, where the role of education as a person's foundation to add knowledge, career requirements, the main foundation in life, and so forth. Education is a person's effort in seeking and obtaining knowledge with the learning process and learning atmosphere that is created actively and interactively. Education is a process where learning is organized which involves skills and incorporating habits into routines that achieve a learning goal. In the learning process there is a process of teaching, training, practice, and research conducted. Life skills education is one of the necessary forms of education for society. This type of education encompasses a range of skills and abilities that help individuals cope more efficiently with challenges and deal with situations and conflicts in life. Life skills education does not focus on economic improvement alone, but on how individuals cope with and take care of various problems in life. Individuals who have skills in their lives will be able to read life situations well and be more sensitive in overcoming various conditions in the surrounding environment and able to solve problems in an effective and efficient way. With the existence of life skills education, the farmer women's Group is ambitious to realize and implement the results of the trainings followed into a form of program. The purpose of the farmer women's Group (KWT) is to improve and develop the agricultural potential that exists within individuals and also local potential to improve the skills of members of the farmer women's group. Optimizing productivity in real terms can be done by synergizing the power of Natural Resources based on local wisdom and sustainable well-planned (Winarni, Utami, & Prihatiningsih, 2017:149).

East Java is located in the eastern part of Java island. One of the cities in East Java that has a number of advantages in various sectors, including tourism, plantations, and agriculture is

Batu City. Batu city is located in a mountainous region that offers stunning natural scenery thanks to the wealth of tourist resources, agricultural land, hills, and stunning mountain panoramas. The local government sees this tremendous potential as an opportunity to develop Batu City into an Agropolitan area. Agropolitan is one of the concepts in regional development, in addition to other theories such as location theory and growth pole theory. One of the main characteristics in the approach to regional development using the agropolitan concept is the emphasis on the role of trade and service centers as the core of activities, which allows better management of changes in the functioning of agricultural land (Mahi, 2016).

Sumberejo village is one of the main destinations of researchers. Where it is located in one of the small towns of Batu City or can be called a small Switzerland on the island of Java, precisely in the province of East Java. Batu city is one of the best tourist destinations and providers in East Java. Batu city is an autonomous city formed from the division of Malang regency in 2001. The location of Batu itself is located 15 km west of Malang with an area of 202.30 km². Sumberejo village has a high and low area because there are many mountains that are loaded with many legends. In addition, the rice fields are so vast that they become land as the main livelihood of the Sumberejo Village community, namely as farmers. Thus, this village has the potential as a vegetable picking Tourism Village. The main commodity in Sumberejo Village is celery which is widely sold in markets. The distance that is not too far from the city center and means of transportation such as roads that have been dominated by asphalt make Sumberejo Village a fairly advanced village. Beautiful geographical conditions with views of Mount Arjuno in the North, Mount many in the West, and rice fields make Sumberejo village has its own charm as a tourist destination.

The village is located in the District of Batu has the potential in the field of Agriculture in the form of rice fields with the main products in the form of vegetables and flowers. Agricultural potential in Batu city is a center of modern horticulture in East Java, which basically can be used as the main sector supporting the regional economy. The potential of Sumberejo Village is in the form of organic farming in the form of organic carrots, broccoli, celery, tomatoes, and so on. While the potential of Sumberejo village in the form of agriculture such as broccoli, celery, lettuce, lettuce, tomatoes, roses, flowers peacock, and so on. Tourists can get to know various types of plants by farming to harvest agricultural products through agrotourism which is the result of utilizing the potential of Agriculture. Sumberejo village has sufficient natural resources and human resources as a potential tourist village. Most of its residents work as farmers with total productive land that has excellent quality in agricultural land. The potential of the village, can be a special attraction for tourists, where tourists are invited to get to know more about agriculture. Starting from the introduction of farming activities such as harvesting broccoli, watering celery, picking roses, applying fertilizer, to transporting agricultural products and other farming activities. In the process of growth and development today, there are various social problems that are generally being faced by some people today. and especially involving all the young people who are in the local environment.

The farmer women's group (KWT) of Sumberejo village was formed in 2020 against the background of mothers who do not have the skills or daily life as professional farmers, just want to be more creative and have productive activities. Initially, only planting celery vegetables in front of each house was the goal so that tourists who attended could buy and wonder about the celery plant. Srikandi Factory Program is a partnership program between KWT Sumberejo

Village and BUMDes Sumberejo. The existence of this cooperation is motivated by several students who have the program. Implementation in the village of Sumberejo with organized training on making celery into herbal tea. The Sumberejo Village Peasant women's group has a variety of smart technologies defined as rural areas and communities built on their own strengths and assets. At the same time there are efforts to develop new opportunities with traditional and modern networks and improved services through digital technology, telecommunications, innovation and better knowledge (N. Marisa., 2018). Based on the quote, There needs to be an agreement for a smarter future of rural areas. Community Innovation aims to create rural areas where people live with many innovations that are not limited and have the opportunity to be realized. With some of these things, rural local people who use digital technology and innovation in their daily lives, need to improve the quality, standards of public services, and ensure better use of local resources. Creating an environment and their main goal is to find practical solutions to solve the main problems they face.

Smart Village is a concept that aims to realize smart living in terms of education, health and culture. Sumberejo village government has yet to describe the form of intelligent villages or what kind of readiness. However, the potential of the village has characterized that Sumberejo village if realized together will produce a readiness to go to Smart Village. Realizing a smart environment in terms of Integrated Natural Resource Management and sustainable regional development, as well as realizing a smart society in terms of skills, creativity and community inclusion. The basic concept of smart village is to gather people from all aspects and integrate them with information technology to benefit the village community. The concept of Smart Village is currently trending among rural people. Where people are aware of the potential and are able to use it properly. Supporting factors for the development of areas that are experiencing decline by using digital technology and innovation will be able to increase development based on smart technology, so the need for government support and the readiness of rural communities to take into account the needs and capabilities of local communities. The purpose of this study (1) to explain the strategy of the peasant women Group in implementing life skills education into the Srikandi Factory Entrepreneurship Program (2) to explain the process of the peasant women Group in pursuing the Srikandi Factory Entrepreneurship Program towards a Smart Village (3) to determine the factors that support and inhibit the Sumberejo village KWT in implementing Living Towards a Smart Village.

2. Method

Types and approaches of research This study uses the type of descriptive qualitative research with a case study approach. Qualitative research is a method that focuses, using an interpretive and naturalistic approach to the subject matter (Denzin & Lincoln in Ahmadi, 2016). This study was conducted by peneliti in depth and has meaning in an interview or observation conducted. This type of research is a case study which is a detailed study of the subject that contains certain phenomena or events (Bogdan & Biklen in Ahmadi, 2016). Patton in Ahmadi (2016) reveals that cases in qualitative research can be individuals, programs, institutions, or groups. Based on this, the researcher uses a type of qualitative research that is defined as the method or way the researcher obtains data, examines objects in the field that emphasize the meaning contained in them. According to (Creswell 2010) case study research strategy in which researchers carefully observe a program, activity, event, process or a set of individuals. The existing cases are limited by time and activity, the researcher collects complete and detailed information using various predetermined stages of data collection. The presence of researchers in this observation is done freely and

flexibly. Observing KWT Sumberejo members who are basically as research subjects in the process of implementing the Srikandi Factory program in a clear, and neutral way. When observing, the researcher did not show that he was conducting research so that it was real and unknown to all members of the Sumberejo village KWT. Research Location KWT Sumberejo village has a secretariat as well as a production site on JL. Indragiri Sumberejo Village Batu City, East Java. The research site is located in a new building owned by Sumberejo village equipped with meeting rooms, production sites, packaging rooms, sortirisasi, refrigerators, as a place of education activities, as well as a place to conduct existing trainings from organizations or other institutions (external) who want to provide training with the aim of strengthening institutional

3. Results and Discussion

3.1 Result

Sumberejo Village KWT Strategy in Implementing Life Skills Education

KWT Desa Sumberejo has a strategy or way of implementing life skills education through several ways according to the point of view of KWT members of Sumberejo village, while some of the presentations and parts are as follows:

A. KWT's strategy in implementing life skills education through the Srikandi Factory Program:

1. Planning KWT Desa Sumberejo begins by identifying the needs and challenges faced by groups that will receive life skills education. Identify the needs needed by the trainees needed like what, the goal is to just know or apply in everyday life. Goals are aimed at WHO and how many participants there are. KWT Sumberejo village considers this so that the training process is carried out effectively. This is done through surveys, group discussions, and literature reviews. KWT Desa Sumberejo considers aspects such as agricultural skills, financial management, health and hygiene, and interpersonal skills. It aims specifically, to be measurable, achievable, relevant, and time-appropriate. KWT Sumberejo village in the planning process needs to improve and implement agricultural productivity, improve access to markets, improve financial skills. So that the creation of learning that is relevant, easy to understand, and interesting for participants. The material presented in the form of socialization must include practical information and skills that can be applied directly in their daily lives as farmers and non-farmers.

2. Program Implementation KWT Desa Sumberejo makes learning interesting and relevant, according to the needs and level of understanding of the target audience. such covers are interactive and involve participants actively in the learning process. The material presented includes practical information and skills that can be applied directly in everyday life. KWT Sumberejo Village builds community capacity in adopting and implementing life skills. Through activities such as public counseling such as PKK groups, organizational groups. KWT can improve people's understanding and support of the importance of life skills. Based on the results of interviews that have been conducted, the implementation of training and also the process of obtaining knowledge and insight through training is still lacking. Lack of attention from the village government, more support from the community and other institutions.

3. Program monitoring and Evaluation In monitoring and evaluating the program periodically KWT Sumberejo village aims to evaluate its effectiveness and identify what needs improvement. When organizing a training in PKK groups in villages, districts and other invitations are always sudden, so that preparations that should have been prepared 2-3 days earlier always have no time. It became one of the evaluation materials KWT Sumberejo Village. Thus, the program can be adapted to the needs and responses of the participants.

4. Sustainability Life skills education programs are designed to be sustainable over the long term. This can be done by involving the community in the decision-making process, developing local capacity, and creating a model that can be maintained by KWT Desa Sumberejo. The situation in the field of Srikandi Factory program lacks institutional strengthening from the strongest parties or program supporters. Institutional strengthening is not running properly, so the sustainability of the Srikandi Factory program is less than optimal. In terms of institutions, membership, and some processed products KWT Sumberejo village is the beginning of sustainability KWT Sumberejo village towards the desired entrepreneurship program.

B. Sumberejo Village Kwt Strategy Through the Implementation of Sustainable Programs

The strategies of KWT Sumberejo village in implementing life skills education through the implementation of socialization and training programs, as for some of the strategies implemented include the following;

1. Hold regular meetings within a week It aims to increase the motivation and participation of members. With a regular meeting held every 12th of every month, KWT Sumberejo village held an event, namely arisan kelompok. Implemented on the ground or better known as the KWT Secretariat. This activity is packaged as unique so that it does not appear bored or not open. Starting from the opening, then continued to pray according to their respective beliefs, sharing among members, continued gathering, and then closing.
2. Implement the trainings that have been followed into additional programs at Srikandi Factory. In the application of training, the trainings that have been followed by KWT Sumberejo Village are quite a lot. There is financial management applied when selling KWT processed products, sustainable agriculture training, namely how to plant seeds that produce healthy plants and then the agricultural products are packaged like what suits the needs in KWT Sumberejo Village. Training on the skills of managing and utilizing plants, namely the presence of mustard into dodol or mustard porridge, tomatoes into bottled chili sauce that is ready for consumption, celery that is not used but sorted and collected into herbal tea and ice cream that can be consumed by everyone there is also consumed regularly by people with high blood pressure. Batik training that has been done is still not applied to the Srikandi Factory program, for the reason that the cost needed is still not able to achieve the goals of the activity and also the consistent time in batik is still not effective if it is held at this time. In implementing life skills education, KWT Sumberejo village applies several strategies that include several methods including practical skills training, sustainable natural resource management, and small business development. KWT Desa Sumberejo implements Life Skills Education by utilizing a participatory approach that actively involves group members. Starting from the planning,

implementation, and evaluation of the Srikandi Factory Program. Training to the community is carried out by KWT Sumberejo village when there is an invitation both in the village and outside the village. By providing materials and training, all KWT members gain experience and exchange knowledge from one member to another. Training and Skills Development, KWT Sumberejo Village is still never held regular training for its members in a variety of skills

3. Create Karya Wisata Activities This strategy is done so that the Sumberejo Village KWT has a positive impact on the surrounding environment. Karya Wisata activity is an educational and socialization activity related to the manufacture of celery herbal tea. This activity was first addressed to several schools in Sumberejo village. Schools that were first given this education are Nusa Indah kindergarten and RA 06 Al-Hidayah, and for other schools such as elementary, junior high, and high school are still in the process of implementation. The purpose of this tour was held, so that KWT Sumberejo Village.
4. Recruiting business partners The strategy carried out by KWT Sumberejo village is to recruit resellers who are interested and live around the village. KWT Sumberejo village has started to recruit this business partner with the aim that celery herbal tea products produced can be disseminated. Through several Bazaar activities, MSME socialization has also been followed by KWT Sumberejo Village. With this strategy, KWT members can evaluate and predict the market and a small number of products that have been sold. One of them is that there are already 1 reseller who sells celery herbal tea products that are sold through the Shopee e-commerce application.

C. The Process of KWT Sumberejo Village in Pursuing Srikandi Factory Entrepreneurship Program Towards Smart Village

Several KWT processes in pursuing entrepreneurship programs are carried out, including:-

Production Activities Production activities at KWT Sumberejo village carry out plant cultivation activities as well as processing celery, mustard, tomatoes into several processed products that are worth selling. Production activities are carried out starting from the process of planting several plants that can be used as production materials. Among them are mustard plants that are processed into dodol mustard. Plants are planted, then harvested, and then processed into a lunthead that tastes unique blend of plants with lunthead porridge that has a sweet taste. The process of planting until harvest is done manually and simply. Production activities are carried out by each member of KWT Sumberejo village in accordance with market demand, the need for inventory or stock. Harvesting is carried out gradually and conditionally according to market demand.

Training Activities Members of KWT Desa Sumberejo are routinely given the opportunity to attend trainings organized by other agencies or agencies, with the aim of improving their skills and knowledge. Each time there is a training invitation, two members are selected to participate in the event. The participants who attend the training are expected to apply and share the knowledge gained with other members of the group. Training members must be thorough and evenly divided, so that each member has the opportunity to go into the field. The results of these trainings are then selected that are relevant and applicable, so that the resulting products can be sold to consumers

for profit. Some examples of training that have been attended by KWT members in Sumberejo village include entrepreneurship, product packaging and promotion, negotiation, food safety, nutrition, celery processing, and other skills organized by various agencies. Meanwhile, training related to organic cultivation is carried out independently by all members of KWT Sumberejo Village

-Product Marketing Activities

KWT Sumberejo village do some ways in marketing the products that have been produced, marketing activities carried out are: marketing is done directly and cooperatively. Marketing is done using Instagram social media and through digital e-commerce websites. In this case, the utilization of technology that has been done by KWT Sumberejo village has been running quite well. In the use of Instagram media, marketing is done with the aim of introducing products in the form of images, extensive advertising, and also following the current trend of social media. Direct sales are made for consumers who become regular customers who usually come to the production site and also customers who travel in Sumberejo village. KWT Sumberejo also works with several resellers who offer themselves for resale in various pharmacies around the village, village communities who sell via e-commerce and other similar.

3.2 Discussion

KWT Sumberejo strategy in implementing Life Skills Education

According to (Machmudah et al. 2019) farmer groups act as a deliberative media of a community that plays the role of being a farmer. Farmer groups have roles and functions as learning classes, cooperation facilities, production units and business units. The role of the farmer group is as a learning class where as a bridge or means that can improve knowledge, attitudes and skills in managing several programs in the farmer women's group. Means of cooperation play a role to strengthen the group both internally and externally. As a production unit, the peasant women's group plays a role in providing production facilities and infrastructure, packaging, to direct marketing. The role of KWT Desa Sumberejo as a business unit is to improve business sustainability and obtain profits by managing income, expenses, and profits owned. As for some of the strategies applied to the Srikandi Factory program include: -Comprehensive Approach KWT Desa Sumberejo implements several comprehensive approaches in implementing life skills education. It is not only focused on one skill area, but also covers various aspects of life such as agriculture, finance, health, and domestic skills (basic skills). Thus, KWT members can develop skills thoroughly and relevant to daily needs.

-Active Participation of Members KWT's strategy in implementing life skills involves the active participation of members. Members are encouraged to take an active part in the learning process and hands-on practice. By creating a comfortable and empowering environment, where members feel they have a responsibility in developing their own skills.

-Local Adaptation KWT Desa Sumberejo understands the importance of local adaptation in implementing life skills. They not only import models or methods from outside, but also adapt them to the local context, culture and available resources. KWT Sumberejo village sorting celery plants that have been wasted but still selected the quality is still good. When the price of celery is expensive, little income or stock is used for production. However, when the price of celery is cheap or the price is medium, the stock of ingredients is usually more and enough to produce a considerable amount.

Thus, initiatives by adapting to local adaptation can be more easily implemented and sustainable in the context of rural communities.

-Empowering Peer-to-Peer Learning One of the effective strategies used by KWT is empowerment through learning from others. KWT Sumberejo members often share their own knowledge, experience, and skills with other members in the form of workshops, knowledge exchanges, or mentoring. This not only strengthens social bonds among members but also allows for more effective transfer of skills.

-Utilization of Technology and innovation KWT Sumberejo village utilizes technology and innovation in implementing life skills. The technology used serves to provide access to information, distance training, or learning resources. This allows members of KWT Desa Sumberejo to learn independently and access the latest information.

-Cooperation with external parties KWT Desa Sumberejo often cooperates with external parties such as government agencies, non-governmental organizations, or the private sector in implementing life skills. This collaboration can expand the resources, knowledge, and networks available to KWT and provide additional support in the development of life skills programs. In sustainable agricultural development can improve the living standards of the people involved and can foster the growth of employment opportunities and entrepreneurship. The importance of agricultural utilization in Indonesia is to utilize the potential of large and diverse resources as well as possible. One application of life skills applied to a program of activities, it is very close to the daily activities of the community. This is based on the Srikandi Factory activity program that uses time to apply life skills on the sidelines and in addition to member activities both when they are gathered and outside the existing activity program. Life skills is an action to adapt and implement positive behaviors that enable individuals to react effectively in dealing with the needs and challenges of daily life (Education Science Development Team, 2007). Some characteristics of life skills learning according to the Ministry of Education and Culture (Mone) are as follows:

- The process of identifying learning needs. At KWT Sumberejo the process of identifying learning needs is carried out as fully as possible. Because basically KWT Sumberejo is able to find opportunities that can be used to make products. In addition to applying life skills education on educational tours and also trainings on making herbal tea.

- Ongoing awareness process to learn together.

- The alignment of learning activities to develop themselves, learn to try independently and efforts made together.

- The process of mastering personal, social, vocational, academic, managerial and entrepreneurial skills.

- The existence of interaction processes that learn or make experts as learning guidelines. - The process of assessment with competence

- The existence of technical assistance to work and form a business together.

Life skills or life skills can be interpreted as a person's ability to survive which includes the ability to think, the ability to communicate, the ability to build cooperation, and have a good character in acting, responsible, ethical in community life. It is necessary to have the courage of a person in living life so that there is no pressure. KWT Sumberejo in implementing life skills education is a community forum for learning and development of individual qualities which include

creativity, increased motivation in entrepreneurship, fostering enthusiasm in utilizing the potential of villages that are used as environmentally friendly superior products, and supporting individuals to become healthy and qualified entrepreneurs. It provides insight and opportunities for people to work and participate in realizing an experiential program of life skills education that produces a social entrepreneurship ability.

Life skills education is designed as the application of behavior that every meeting is applied by all members of KWT Sumberejo. The ability to think when updating, improving and adding new ideas is done by applying the ability to think. The ability to think is sometimes difficult to find because the mind is less focused, can not find new ideas, tired in other jobs and so forth. The ability to think can be developed by positioning yourself by giving the mind space to focus, looking for references, making new experiments or actions. On the ability to communicate KWT Sumberejo create strategies by stimulating when the production process and the process of activities carried out. The ability to communicate is usually done when there are obstacles, teach each other between members, communicate with consumers, guests or students who come and so forth. Furthermore, the ability to build cooperation, in building cooperation automatically starts from the internal group or within the scope of the group's own members and external parties or institutions or other groups. Furthermore, having a good character in acting, responsible, ethical in community life, in this case it is important to combine ways of applying life skills education to all Srikandi Factory activity programs. When the character that has been instilled from the beginning, it will make it easier for group members to have good principles and be firm in a group they follow. The importance of a sense of responsibility when in a program there is no action or strategy to take responsibility then the trust and commitment of fellow group members will be reduced.

Through the provision of personal skills, social skills, academic skills and vocational skills that run synergistically and holistically (Salamul'in., Roni, Abdul, et al. 2022). Personal skills include self-awareness in thinking. Which includes self-awareness in understanding oneself, the shortcomings and advantages of individuals, and being able to be grateful and improve one's own abilities, while thinking skills include the ability to think rationally and be able to think critically. In the quote, Life Skills Education applied to KWT Sumberejo include personal skills where these skills are obtained by the individual in the group. Personal skills that are owned will be applied to his daily life, his ability when he will do something and when other activities are followed. Social skills will be possessed by individuals when there is the implementation of activities capable of interacting with other communities. Social skills possessed are able to provide encouragement to group members to always behave and act socially to the surrounding environment and wherever their existence can adapt independently. The findings show that the process of implementing life skills education takes place but its presence is incomplete if it does not have a facilitator or mentor who is the driving force, motivator, supporter, and intermediary between the village government and the KWT Sumberejo group.

Personal skills are able to develop themselves as individuals who benefit themselves and others. Social skills are cooperative skills and communication skills. These social skills are needed to establish good friendship relationships and work together with others, with the aim of being able to develop connections with others (Sevilla, 2020). This is in line with KWT Sumberejo's activities in collaboration with external parties and conducting educational tours to people in need. With this, KWT Sumberejo is able to implement its social skills and develop them. In academic proficiency consists of the ability to think scientifically and think rationally. Academic skills are very important as a provision in pursuing one's job. Academic proficiency is done by designing and conducting research, identifying needs, and so on. It is also very influential on the running of the Srikandi Factory program, KWT members apply these skills by identifying what is needed by the

market or community. According to (Sevilla,2020) on vocational skills, which include basic skills to perform basic movements using simple tools and special skills are skills in certain fields of work. Vocational skills are needed especially to produce a good or service in accordance with the work owned. KWT Sumberejo is able to implement vocational skills in the field of goods production which is then followed by the application of life skills through educational tourism and providing training to the community which is vocational skills in the field of services.

Management Process of Srikandi Factory Entrepreneurship Program Towards Smart Village

In the theory of entrepreneurship education according to Coulter in Suryana et al (2014), the process, formation, and growth of new businesses that include learning to earn profits, create value, and form new products or services is often defined as entrepreneurship. Kwirausahaan started from the ideas of members who gathered into an idea that planned a business subuah. The existence of new business growth that includes the stages of the learning process. Entrepreneurial-based learning processes included determining the type of product to be made, designing a capital budget, basic interests such as supporting the manufacture of products such as tools, materials, packaging, and others. The pricing strategy must be adjusted to the quality, value of the product and market competition, with a view to sustainable pricing.

A. Srikandi Factory Entrepreneurship Program as an aspect of Intelligent Society

According to Suyaman (2015) entrepreneurship is a process that includes several components, namely innovation, creativity, and courage in individuals to overcome existing risks through hard work by creating a product in the form of goods or services. The development of technology 4.0 in every field of its development is an industrial revolution. The existence of the revolution, the adaptability that exists in society must be improved through some innovation and creativity. Innovation and creativity of KWT Sumberejo members are created through the Srikandi Factory program by using and creating through all types of activities. An intelligent society is characterized by an abundance of ideas and creative work. These creative and innovative ideas arise because of the impulse that triggers him to do activities and want to be productive. Starting from the situation and the impulse in him, people have the initiative and want to try new things, there are also those who see unused objects eager to take advantage of these objects. The resulting innovation and creativity can be imbued with courage in the individual and created with aplomb. Intelligent society exists when education and learning are created in the hearts of individuals. Education and learning are two quite different things, when there is a commitment to follow the Learning Education owned or applied to the realization of achieving the surrounding environment education will be increasingly perceived as the most important point in life. In terms of education that can be used as one aspect of social progress, the condition of Sumberejo Village Community Education is relatively good. Awareness to get an education, positioning education both in terms of the younger generation and the level of the existing millennial generation is well embedded in him. The level of awareness that is education as the main key to success in the community that in fact is the village community. The main indicators of the village community have a high social spirit and the knowledge they have is still sufficient. The existence of a smart community is able to bring the village community to be able to think rationally, sustainably and have many alternatives that arise from the ideas they have.

B. Srikandi Factory Program as an aspect of Smart Environment

Sumberejo village is located in the area of Batu City whose geographical conditions are in the form of hilly Highlands. The agricultural sector is the icon of the village, the main life and main livelihood of the Sumberejo villagers. Percentage of almost fifty percent as the main source of livelihood of the

people of Sumberejo village. This is a major concern to support the welfare of society. Management of the agricultural sector ranging from the utilization of local potential, excessive use of chemicals, the rise of unemployment, the use of Water Resources and forest conservation are still quite intensive challenges in Sumberejo Village. Agricultural Land Management in Sumberejo village some people use the help of technology during the process of plant care, but some people in Sumberejo village also use conventional methods. Using water to water from sanyo which is a technology that can operate water into a tool for watering plants, using manual methods infertilizing, harvesting plants, compressing and so on.

The management of agricultural land needs to be used as a community concept to create a product that can help the community's economy or the smallest scope of group members. Community awareness in managing environmental-based villages is still not enough to be developed. The development of the village as a tourist destination has indeed been carried out by the Sumberejo village community. However, it is unfortunate due to some factors that may not be able to continue anymore. The existence of natural structures and growing Hills is very suitable to be developed into a tourist destination. As one of the beauty of the village that can be observed in terms of scenery and potential resources of the community. The environmental conditions of Sumberejo village can be used as a nature-based tourist attraction that can attract tourists ranging from local to out of town to visit. All that can be achieved if the existing natural environment can be managed properly and wisely. The environmental aspect of Smart Village is a development concept that focuses on improving the quality of the environment and sustainable use of natural resources within the scope of the village. In the Smart Village environment, the village must pay attention to several things, including the following: Sustainable natural resources management Sumberejo Village is able to manage existing Natural Resources Efficiently and sustainably. Namely with waste management with an environmentally friendly system and even used as a material for making products.

The use of renewable energy, as well as managing water and soil well. Sumberejo village utilizes the right technology to support development activities. Namely the existence of modern agricultural technology to increase agricultural productivity, information and communication technology to improve access to information and accessibility of services. Community empowerment in the environmental aspects of smart villages, namely Sumberejo Village, is still trying to be able to create job opportunities and provide trainings to the community, following several trainings that are in line with the aim of improving skills and abilities. Thus, people can use existing natural resources productively and sustainably. It is able to improve the efficiency of village economic activities. According To Sulaeman, S., Soesanto, H. (2018) in its implementation, the Smart Village environment requires the active participation of the community in making decisions and carrying out development activities. In this case, the village government should facilitate community participation, for example through village meetings or community forums. With the environmental aspects of Smart Villages, it can improve the quality of life of rural communities as a whole and sustainably. In addition, this concept can also strengthen the environmental, social, and economic resilience of the village so that the village is able to be competitive and able to overcome global challenges. However, in the implementation of smart environmental aspects, there are still many challenges faced by Sumberejo village to realize smart village in Smart Village environmental aspects.

C. Srikandi Factory Program as an aspect of Smart Economy

According to Tyra and Sarjono (2020) entrepreneurship is that people who have the ability to create unique and innovative value for goods and services and are willing to process to obtain

profits and provide welfare not only for themselves, their employees, but also the wider community are understood. In the quote, the design of entrepreneurship begins with learning to earn profits where the profits are collected and then used as further capital to produce products, profits and profits obtained 75% for the benefit of members and the community 25% for business capital. Furthermore, creating value that acts as the quality of the product created and the use or interest of the product owned, the intended target market needs to be aligned with the value created. Forming a new product or service that is a continuous stage or process in the business. Menurut Peggy A. Lambing et al., (Yuliani, 2019: 13) states that an entrepreneur is someone who is able to see opportunities or opportunities through a perspective from many angles that is nothing but done by certain people who have the intention of trying. An entrepreneur can be said to be successful if it can be proven by the ability to survive with all the risks, limitations, able to take advantage of and improve existing opportunities. Social entrepreneurship created by KWT Sumberejo is the main human resource that becomes one of the driving aspects of a business. It can be understood that these workers can be replaced by robots, but the production process to marketing is still being carried out today. KWT Sumberejo is able to bear all kinds of risks and also big challenges that come from a belief.

Confidence to survive and be able to handle all types of risks is certainly supported by the level of cooperation with several business partners and capital providers. When one day consumer interest falls with the product created, then supporters from external and internal parties can encourage all kinds of activities so that marketing continues to run properly. According to Isrososiawan (2013) entrepreneurship education is activities in the form of teaching and learning about entrepreneurship that develop aspects of knowledge, skills, attitudes and individual character according to age and development of thought patterns. The findings of this study indicate the motivation and also the entrepreneurial spirit does exist in some members of KWT Sumberejo. When we do a small thing with a business purpose, it is likely that the belief that exists in US will be of considerable value. Education in this society does not determine the success of a business, but education has an important role in providing positive feedback on the development of a person. The majority of Education members KWT Sumberejo junior high school graduates hngga SMA only, there are even still graduates of elementary school, motivation and strong intentions in entrepreneurship stored strong in the members. KWT Sumberejo develops business products optimizing the quality and benefits. Celery plants and also mustard greens have different contents. Both have different benefits and benefits. The processed products are obtained from the results of participating in the training-both invitation training, voluntary training, and a separate initiative to attend the training. KWT Sumberejo members are in charge of viewing and evaluating market conditions. Market conditions seen from several competitors in the online and offline stores. In pricing, it has been applied from the beginning starting from capital, income and profit. Determination of the price of products sold does not rise or does not turu price even though the material usually increases or decreases. This pricing is still applied, with the reason that sales are still running and selling well. As for the existing plant cultivation techniques in KWT, improved by providing the process of plant care in totality. Both plant cultivation techniques, and fish as a means of reducing mosquitoes. Creative economic development of KWT Sumberejo products still use environmentally friendly raw materials, utilization of waste or garbage is quite good, as well as the development of products that sell high enough value has been carried out in KWT Sumberejo.

Supporting and Hindering Factors of KWT Sumberejo Village in Implementation of the program Srikandi Factory

A. Supporting Factors

Based on the results of interviews conducted by researchers. Researchers found that in the implementation of life skills education through the Srikandi Factory program, KWT Sumberejo members have optimized and worked on the development of activity programs. Researchers found that the program of activities carried out by KWT Sumberejo has realized their group into a Smart Village-based group. Some of the experiences and activities that have been done by KWT Sumberejo avoid and minimize the obstacles that may occur. Some supporting factors that support the realization of the Srikandi Factory program include the following:- The environment of KWT members who have positive intentions and thoughts in the implementation of activity programs.- Support the village government in facilitating and providing advice and input to KWT Sumberejo in realizing KWT Sumberejo towards a Smart Village.- Participation of the environment around the community that makes a good contribution.- The existence of cooperation with external and internal institutions. External institutions consist of the Department of Agriculture and trade of Batu City, PKK City, Bank BRI, students and university lecturers who want to provide support and major contributions to KWT Sumberejo Village. The internal parties that cooperate are the BUMDES Village institution, KIM (Community Information Group) and the village PKK.B. Hindering Factors Building a social entrepreneurship program does have to face obstacles and challenges. Social entrepreneurship, which in fact is a positive and productive social activity, in fact still has shortcomings, challenges and obstacles faced. According to a survey conducted by the British Council in the book (Haryanti, Dewi Meisari. et al., 2018) the challenge faced by social entrepreneurship organizations is limited capital or funding even very insufficient. As many as 47% of respondents have difficulty in obtaining capital, both in the form of equity and 31% have difficulty in obtaining funding sources or grants. The following shows the growth challenges commonly faced by social entrepreneurship organizations. KWT Sumberejo has limited capital used. Although the outline does not require a lot of capital costs but to consistently maintain and develop the products produced, certainly requires a lot of capital as well. The majority of financial use of social entrepreneurship using personal funds 51%, borrowed funds from members/family/friends to fund the venture.

The several factors inhibiting the implementation of the Srikandi Factory program towards Smart Village are as follows:- Lack of participation and public awareness that most kutrang support the Srikandi Factory program. Public participation and awareness of the importance of sustainable development is still relatively low. Therefore, efforts are needed to increase public awareness and participation in the importance of protecting the environment and utilizing natural resources sustainably.- Limited resources villages that are still experiencing limited resources will find it difficult to implement the Smart Village concept. This is due to the fact that this concept requires considerable investment and costs. Therefore, the government needs to provide support and assistance in the form of assistance programs or cooperation with private institutions or other institutions. The security of the Secretariat or production house that is still not safe is also a major inhibiting factor in the sustainability of the program.- Regulatory issues when implementing the Smart Village concept, there may be differences between the rules applied by the government and this concept. Therefore, the village government needs to evaluate and improve regulations that are in accordance with the concept of Smart Villages.

4. Conclusion

The strategy of the peasant women Group in implementing life skills education is a way that consists of several ideas and problems faced. KWT Sumberejo strategy is applied by learning life skills education unintentionally. These activities are the findings of researchers who have been applied by KWT Sumberejo but have not been realized by KWT Sumberejo members. A group of people who have the same goals rarely have the enthusiasm and initiative in realizing and implementing the local potential that is environmentally friendly. The implementation of life

skills education is implemented through an entrepreneurship program called Srikandi Factory. Srikandi Factory has a strong value and fighting power in realizing the existence of a village based on environmentally friendly technology, namely towards a smart village.

It is designed by KWT Sumberejo in the form of planning, needs identification process, implementation process, Program Evaluation and program sustainability in implementing life skills education. Thus, it is necessary to increase and implement agricultural productivity, increase access to markets, improve financial skills. So that the creation of learning that is relevant, easy to understand, and interesting for participants. Life skills education programs are designed to be sustainable over the long term. As for some of the strategies implemented by holding regular meetings in a week, implementing the trainings that have been followed to supplement the program at Srikandi Factory, making Karya Wisata activities, and recruiting business partners.

Internal supporting factors are good cooperation between managers and members of KWT Sumberejo village, namely the availability of technology that can be used as access to entrepreneurship by increasing innovation and strengthening the capacity of KWT Sumberejo in facing agricultural challenges, market competition and soon. External supporting factor is the trust of the district. The district government often invites KWT Sumberejo village to fill the booths during village exhibitions, city events, and entrepreneurial product exhibitions. Constraints or internal inhibiting factors faced KWT Sumberejo Village Sumberejo village in the implementation of life skills education is time. There is no formula to make the product more durable so that it can be marketed out for a long time. There is also a lack of financial support from various parties. A lack of activity management. In Sumberejo village KWT there are still no extension workers and mentors who are ready to guide the group, therefore KWT group members still need help from the surrounding community and the village that will help provide some solutions to existing obstacles. Therefore, to be successful in implementing smart villages, there needs to be support from various parties, including the government, the community, academics, and private institutions.

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