



Empowerment of Papuan Women for Noken Knitted Product Diversification and Marketing Management

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Abstract: This empowerment program aims to foster indigenous Papuan women to be empowered and more motivated in the creativity of diversifying Noken knitted products so that they are not always in the form of traditional bags. This research was conducted for nine months (March-November 2021) in the city of Jayapura. From the results of the study with a sample of 30 people, it was found that perceptions about the diversification of noken knitted products and with marketing management were denoted by (X) can foster the spirit of creativity in women's empowerment denoted by (Y) with t count showing 3.100 with a df value of $30-2 = 28$, so the number df is 28 and the t table shows 1.701 with a significance value of $\alpha = 0.05$ (5 percent) then it is stated that there is a correlation of variable (X) to variable (Y) so that it can be stated that H_0 is rejected and H_1 is accepted, because $t \text{ count} > t \text{ table}$, it is stated that there is a correlation between the two variables. That the existence of product diversification and knowledge of marketing management will tend to increase women's empowerment and be motivated in improving the economy of indigenous Papuan women in diversifying noken knitting as well as gaining marketing management knowledge.

Keywords: Papuan Women Empowerment, Diversification of Noken knitted products, Marketing Management

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Introduction

The Papuan people, especially in the remote area are identical with being underdeveloped regions, but from that stigma there are noble cultures that have not been exposed, which can be promoted as potentials to raise the dignity of the community itself. Especially for Papuan women, the culture of knitting is for Papuan women, who when they can knit and make traditional bags, they are considered adults and ready to be married. This is interesting because knitted products are made from natural materials as well as nylon yarn and the knitted products are Papuan.

Development is an effort made by the community to improve the standard of living. Physical and economic development are considered to be a measure of the success of development (Harahap, 2018). Meanwhile, to build is not a physical form that exists in the environment but also to build humans through knowledge and training.



So far, there has been a lot of government assistance to overcome poverty, such as the provision of direct cash assistance, rice for the poor, health insurance for poor families. This has not been able to help the problem of poverty in Indonesia (Miradj & Sumarno, 2014).

Empowering the community is an effort to increase the dignity of the layers of society who in their current condition are unable to escape from the tools of poverty and underdevelopment (Sumodiningrat, 1999). In other words, community empowerment aims to develop the ability of the community to independently have the skills to overcome their own problems. The process of community empowerment means a person's ability to understand and control social, economic and political conditions which are indispensable in an effort to improve his position in society, in other words the empowerment process is any educational effort that aims to raise awareness/understanding and sensitivity in the community towards social developments, economy, and/or politics so that in the end the community members have the ability to improve and increase their position in society, or become an empowered community.

Previous research has been conducted that with the empowerment of women with entrepreneurship training there is a strengthening relationship and is a mutually reinforcing building because humans depend on their environment. When viewed from the human side, the environment is passive and humans are active, so the quality of the environment depends on the quality of humans. A person's certain attitude is a process of the influence of knowledge obtained from his environment. Knowledge becomes a new object becomes an attitude towards the object itself if that knowledge is accompanied by readiness to act on the object. From this description, the results achieved by empowering women need awareness and responsibility (Karwati, 2017).

Economic motive is also the basis that the target of empowerment is to improving the welfare of the communities, created conditions that developed in seeing market opportunities, be empowered and independent as competitive human beings (Salman & Tohani, 2019). Empowerment of women, especially in remote and poor areas, is a urgently required because the community can take part in the construction of their residences so that they become more advanced.

One of the ideas for the empowerment process is through the development of human resources who in turn are able to manage the potential of knitting traditional bags, commonly called Noken, which they have been working on so far. Although there are various processes and programs in empowering women, human resource development is a strategic approach. One of the answers to this is the empowerment of Papuan women to diversify noken knitted products and their marketing management.

In Indonesia, various efforts have been made to fulfill the education rights of its citizens. Including the fulfillment of education for rural women by implementing community education. This education aims to improve social, economic, cultural conditions that are more beneficial to the community (Nurwahidah, 2017). In Papua, there is a lot of cultural potential related to women that can be appointed as a women's empowerment program, for example Noken craftsmen which are usually done by women.

Empowerment is a series of community asset and capacity building activities that enable the community to choose actions that lead to their life goals (Otaya et al., 2019). One of the important mandates is in empowering citizens, including empowering Papuan women to have a meaningful participation role in the state and community processes in developing their own potential. For this reason, it is necessary to develop a need-based course and training model that becomes a model and opens up opportunities for development, modification and implementation at the field level.

Papuan people, especially women, have an important role in building the family economy and its impact on the tourism economy in Papua. Pekan Olah raga Nasional XX or commonly called PON XX, which was planned to be held in 2020, has been postponed to 2021 due to the COVID-19 outbreak. The community is not ready to give the contribution that must be given in improving the economy by seeing the opportunity for Papua to become the destination of all Indonesian provinces in this national event. From field observations, there has been no massive

production or large industry in producing Papuan souvenirs. Many of them ordered in Java, for example the manufacture of Papuan batik motifs, Papuan cultural accessories, such as: axes, arrows and koteka, the Sulawesi people made. This is an inequality, why not the indigenous Papuans who make all of these souvenirs. Therefore, Papuan adult women who have become their culture must be empowered to make Noken and diversify Noken knitting as a community to welcome PON XX in Papua so that they will also be economically empowered and participate in welcoming PON XX guests from all over Indonesia for those who want to buy Papuan souvenirs made by native Papuan women.

During the initial field observations obtained from the in-depth interview process in obtaining data in the field of activities during women's empowerment activities, which opened up space for learning residents, all of whom were mothers in empowering women and researchers to explore information in women's empowerment activities. This is in line with the breath of empowerment itself, that the need for education and training development is developed through a process of discussion and participatory needs assessment. The rest is the need to be nurtured in creative ideas to make knitwear diversified products and its wider marketing management.

The people of the city of Jayapura have various characteristics, because they come from urbanization from various areas around the provinces of Papua and West Papua and even non-Papuan migrants from Java, Sumatra, Sulawesi and Maluku. Although in general they usually have a livelihood as Noken knitters, garden farmers, fishermen and even students studying in the city of Jayapura, from a productive economic aspect what happens is not simple. This happens because economic interactions are also influenced by social ties and vice versa. Women's empowerment is also carried out by the relevant Dinas in Jayapura City and the existing course and training institutions (LKP) Lembaga Kursus dan Pelatihan and tourism community groups. For the context in the Jayapura city area, cooperation with Papuan women who used to knit noken is not difficult because their enthusiasm is high enough to transform themselves into competent ones.

This is what underlies that field studies to develop models of women's empowerment are carried out carefully and on target. This field study was conducted using a combination of various approaches, namely focusing on mothers or commonly called Papuan mamas and local community leaders. In particular, this research wants to know that the implementation of women under the guidance of LKP and the local Women's Empowerment Agency can be carried out and motivated in creating diversification of noken knitting so that there are many varied products and changes in the marketing paradigm that conventionally in traditional markets can also be marketed in collaboration with hotels and merchandise shops.

Method

The research method used in this study is mix methods, namely quantitative methods by testing the variables (Y) are women's empowerment and (X) diversification of noken knitted products and marketing management. Then the descriptive qualitative method with in-depth interviews, documentation and observations of the local environment. Qualitative research data will be analyzed by reducing data, namely a form of analysis that sharpens, directs, classifies, eliminates unnecessary, and organizes data in such a way that final conclusions can be obtained. Then, the data is presented according to the classification and the final results can be concluded from the data. The variables of this research are: 1.) Women's Empowerment (Y) and 2.) Product diversification and marketing management at the same time (X). The research and implementation stages of women's empowerment consist of stages that refer to the Regulation of the Director General of Early Childhood Education and Community Education Number 02 of 2016, namely: preliminary studies, preparation of women's empowerment models, pilot testing

and model validation by the Directorate of Course and Institutional Development. at the Ministry of Education and Culture of Indonesia.

In the method presented in quantitative terms, data is needed to obtain, present and analyze data, and draw conclusions from the variables that have been determined in this women's empowerment (Subekti & Jazuli, 2022).

While qualitatively this research is a study of social phenomena in women's empowerment which is designed to increase knowledge, social phenomena and social practices that occur in society (Silalahi, 2018).

The subjects in this research and empowerment model are: the head of the LKP, the tutor of the LKP, the head of the Women's Empowerment Agency, local community leaders and staff of the LKP and the Women's Empowerment Agency, all of which are thirty people. To place the regression line on the data obtained, the least squares method is used, so that the form of the regression equation is as follows: $Y = a + bx$, namely: Y = Dependent variable (Women's Empowerment) X = Independent variable (Diversification of traditional Papuan knitting and marketing management) a, b = Constant.

The correlation test uses an analytical technique that is included in one of the measurement techniques of association / relationship (measures of association). Measurement of association is a general term that refers to a group of techniques in bivariate statistics that are used to measure the strength of the relationship between two variables. Among the many association measurement techniques, there are two correlation techniques that are very popular until now, namely the Pearson Product Moment Correlation and Spearman Rank Correlation. The association measurement uses a numerical value to determine the level of association or the strength of the relationship between variables. Two variables are said to be associated if the behavior of one variable affects the other variable. If there is no effect, then the two variables are called independent.

This correlation is used to find a relationship and prove the hypothesis of a relationship between two variables with two hypotheses if H_0 there is no correlation between the treatment of institutions and Papuan women for diversification of noken products and marketing management for women's empowerment and H_1 there is a correlation between the treatment of institutions and Papuan women for diversification of noken products and management marketing on women's empowerment. The number of observations of variables X and Y must be the same, or the two values of the variables are paired. The greater the value of the correlation coefficient, the greater the degree of relationship between the two variables. The formula for the correlation test is:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N(\sum X^2) - (\sum X)^2} \cdot \sqrt{N(\sum Y^2) - (\sum Y)^2}}$$

Description :

r_{xy} : Correlation coefficient *prd moment*

$\sum X$: Total score of distribution X

$\sum X^2$: Number of scores squared in distribution X

$\sum Y$: Total score of distribution Y

$\sum Y^2$: Number of scores squared in distribution Y

$\sum XY$: Number of times scores X and Y which couples

N : Number of samples

After that it will be analyzed with quantitative measurements carried out by comparing the value of t count (for each item it can be seen in the corrected item-total correlations column) with t table for degree of freedom (df) = $n - k$, in this case n is the number of samples and k is the

number of variables. If $t \text{ count} > t \text{ table}$, then the questions on the questionnaire items asked are said to be valid (Nirmala, 2016).

In this study, researchers also used descriptive qualitative methods as the primary method when in the field to find out all coaching activities from the input of learning residents to mothers who were interested in knitting to the desired output in empowering women in field observations. The primary method used in this qualitative descriptive study will later show that the weight of the method is more focused on the descriptive method which aims to describe the processes that occur during the process of women's empowerment programs. The techniques used in data collection are interviews, observation, documentation, and tests. The data collection instrument used interview guidelines and multiple-choice test questions aimed at all those involved in this program.

In quantitative data, regression was analyzed to determine the effect of variables X and Y, while qualitative was analyzed by reducing the data, namely: the form of analysis that was narrowed and sharpened, directed, classified, directed and eliminated or discarded what was not needed so that the final data could be concluded. Then the data is presented according to the classification of needs and conclusions are drawn based on the data that has been collected.

Results and Discussion

The guidance carried out by the LKP and in collaboration with the Women's Empowerment Agency of the city of Jayapura and the support of local community leaders made this women's empowerment comprehensive and synergistic in cooperation towards the empowerment goal itself. The LKP and the Women's Empowerment Agency provided guidance by dividing groups into three locations, namely: Kampung Angkasa Dok VIII above, Kampung Nafri and Kampung Tasangkapura. Each group contains ten mothers who are ready to be nurtured to diversify traditional knitting and its marketing management, so the total number of mothers is thirty people. The role of LKP is to provide materials for noken knitting to the three groups and to provide tutors who are experts in diversification as well as tutors who will foster marketing management, while the role of the Women's Empowerment Agency is to assist and establish partners with parties who are willing to distribute the results of the diversification of the noken knitting he fosters.

The problem of women until now has not been able to solve the problem and become a serious discourse if discussed, apart from the development of the times, there are also many who never run out of time on this earth. This will be seen when talking about the low resources of women, the problem of violence against women and so on that need to be addressed to be fought seriously (Ihsan, 2019). This women's empowerment also involves local community leaders to foster and organize indigenous Papuan women to ensure the active participation of empowerment participants and motivate them to be empowered. This women's empowerment program does not only make noken and market it to traditional markets, more than that, Papuan mamas will be provided with provisions on small business management and diversifying their products as well as strengthening marketing with the help of capital and how to establish partners with hotels, shops, souvenir shop and market it online.

The definition of Noken itself, which we have summarized from several sources, is as follows: Noken in a language perspective can be interpreted or equated with the notion of a bag or pouch that can be used for various purposes (Marit, 2018). Noken is a container that serves to place everything that is needed by its users. Noken consists of various sizes, ranging from small, medium to large sizes. The size of the noken is usually adjusted to its use. The large noken usually functions as a container for harvested garden produce. Garden produce is usually entered or filled in noken. Noken is usually used to fill daily necessities. Papuans in the mountains also use Noken as a place to put babies who can't walk or where piglets are.

Meanwhile, diversification is the product diversification carried out by the company or the creativity of the creative economy community to maximize profits so that the company's cash flow can be more stable. Usually this is done by large Multi-National Corporations (MNCs) because then the company can guarantee a more stable income/cash flow thereby increasing trust in shareholders. Meanwhile, the diversification of noken knitted products is the usual form of traditional Papuan bags which will be diversified into more variations, for example: tablecloths, tissue holders, gallons of drinking water covers, gadget and gadget bags and others.

The purpose of empowering women is to change the habits of Papuan women in marketing their noken diversified products that are on the streets and hung on the side of the road and on the sidewalk. By changing this conventional marketing, noken producers are able to carry out their marketing by partnering with hotels and merchandise shops around Jayapura. The big goal is that with the education and training received from this empowerment, the community will have its own strength so that self-reliance is created. (Novianti et al., 2018). Next, the products from Noken knitting will be made not only into bags, it is hoped that they can also become diversified products or other products, such as tablecloths, tissue holders, drinking water gallon covers, gadget and gadget bags and others that are produced from Noken knitting.

Materials on small business management were also given to strengthen small businesses that were pioneered in marketing their products to a wider market, not only served on sidewalks and hung on the side of the road. The partnership will also strengthen efficient and productive market mechanisms and business competition. For small businesses, partnerships will clearly be profitable, because they can benefit from the market, capital, technology, management, and entrepreneurship controlled by big entrepreneurs (Yusup et al., 2018). In marketing management, more specifically, Papuan women gain the ability to understand small businesses and the techniques for developing them so that they become strong businesses and ensure their survival, are able to understand and carry out marketing management for small businesses, are able to understand and carry out human resource management at the local level. small business, able to understand and perform production management in small business, and able to understand and perform financial management in small business.

Empowerment has the goal of developing community capabilities, changing people's behavior and organizing communities. These goals are achieved by implementing several strategies to achieve the goals and the stages that must be passed (Nazaruddin Margolang, 2018).

Women's empowerment consists of 3 (three) main components, namely: (1) Input of knitting materials and equipment as business capital that can be obtained from various parties, including banks, assistance from the government and LKP's own capital. In the context of developing this program, it is sourced from CSR assistance. (2) The process of knitting production training by LKP and the Women's Empowerment Agency to people who meet the requirements as well as potential participants for women's empowerment. (3) Pioneering business units using the LKP secretariat as a place of production (Marwanti & Astuti, 2012).

a. Input

1. Residents learn with the criteria that they have mastered basic knitting techniques, have dropped out of school and have a good will to participate in training and entrepreneurship.
2. A survey was conducted by LKP and the Women's Empowerment Agency to the souvenir and hotel distributors who will accommodate the knitted creations of Papuan mamas.
3. Procurement of equipment and materials for knitting to LKP as facilities/facilities to support the implementation of training and production of diversified Papuan traditional knitting and small business management training.

b. Process

Empowering women through diversification of traditional Papuan knitting, the organizers of this training are LKP who have received social assistance or have their own capital. Meanwhile, the Women's Empowerment Agency through its technicians acts as a coach and technical resource person in small business management and establishes partners with hotels and merchandise shops for the distribution of their fostered products.

c. Output

1. Production of diversified traditional Papuan knitwear is carried out after the procurement of knitting materials and equipment as well as the criteria for diversified knitting training participants have been determined.
2. The production of knitwear is not only in the form of sling bags which are identical to noken but in the form of diversification in the form of tablecloths, backpacks, wallets, clothes, cell phones and others.
3. Continuous production to make various creations of knitted shapes and consistently according to individual requests (orders) and requests from souvenir distributors is the most important thing in the development stage of this program, because the diversified production of traditional knitting must enrich various patterns. Kinds as a result of variations in the form of diversification of traditional Papuan knitting.

d. Outcome

It is hoped that the community, especially Papuan women, are independent and prosperous and will see market opportunities during the XX PON in Papua, if the development is carried out step by step and carried out correctly.

e. Prototype

To find out the effectiveness test of the implementation of women's empowerment, namely by testing the implementation of all stages in empowerment that are fostered by the LKP and the Women's Empowerment Agency of the city of Jayapura. Respondents in the study were all Papuan women who participated in women's empowerment training through diversification of traditional Papuan knitted products. The distribution of the questionnaires was carried out in November 2021.

It is known that there are 5 respondents aged between 21 to 30 years or 17% of the total population, three respondents with an age range of 31 to 35 years or 10%, seven people are in the age range of 36 to 40 years or 23 %, eight respondents with an age range between 41 to 45 years and over 45 years as many as seven respondents or 23%. From table 1.1. It can be seen that the age of the respondents is very varied and insignificant in a certain age range so that the perception given is objective and represents various ages.

f. Validity test

Validity test was conducted to determine the instrument's ability to measure research variables. Qualitative measurement using face validity and content validity. Face validity shows that visually assessed indicators can really measure the construct to be measured, while content validity shows that the overall content of the definition of a construct has been represented by the size or questionnaire used. Qualitative measurements were carried out with consideration of expert judgment, while quantitative measurements were carried out by comparing the t-count value (for each item it can be seen in the corrected item-total correlations column) with t table for degree of freedom ($df = n - k$), in this case n is the number of samples and k is the number of variables. If $t \text{ count} > t \text{ table}$, then the questions on the questionnaire items asked are said to be valid (Nirmala, 2016).

To measure its validity qualitatively, it involves involving experts in the field of empowerment by holding Focus Group Discussions (FGD) or focused discussions or asking questions on questionnaire items to get opinions relevant to this empowerment, namely the LKP leadership and several expert staff at the Jayapura City Women's Empowerment Agency.

g. Reliability test

Reliability test was conducted to determine the extent of the consistency of a measuring instrument. A measure is considered to have reliability if it gives consistent results. Reliability is concerned with estimating a measurement that is free from random error or unstable error. Instruments that have reliability can be used with the belief that temporary factors and situational factors do not interfere. The criteria used to determine whether a measuring instrument is reliable or not is the Cronbach's Alpha coefficient value. The reliability of the instrument was tested using Cronbach's Alpha with a minimum Cronbach's Alpha coefficient of 0.60 (Hair et al., 2019).

The results of the validity test show that the correlation coefficient (r) on all variables is greater than 0.3 with a significance less than 0.05. The results of the reliability test showed that all variables had a reliable Cronbach's Alpha value. so based on the data presented in table 4.5, the value of X is 0.73 which means it is reliable because it is greater than the minimum value of 0.06. While the value of Y is 0.39 also reliable because it is greater than the minimum value of 0.06, then the instrument used in this study has met the requirements of validity and reliability. For information on the results of the validity and reliability test, it is in table 1 below

Table 1

Variabel	Indikator	Uji Validitas		Uji Reliabilitas
		Koefisien Korelasi (r)	Nilai Signifikansi	Cronbah's Alpha
Diversifikasi (X)	X _{.1.1}	.838	.000	.732 (Reliabel)
	X _{.1.2}	.849	.000	
	X _{.1.3}	.829	.000	
	X _{.1.4}	.849	.000	
	X _{.1.5}	.571	.001	
	X _{.1.6}	.583	.001	
Pemberdayaan (Y)	Y _{.1.1}	.540	.002	.394 (Reliabel)
	Y _{.1.2}	.758	.000	
	Y _{.1.3}	.728	.000	

h. Regression Analysis

The test results with linear regression analysis are presented in table 2 and 3 below:

Table 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.530 ^a	.281	.272	.28692

Table 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,939	,948		3,100	,004		
IPK	,276	,225	,226	1,230	,229	1,000	1,000

From Table 2 it can be seen that the value of R square is 0.530 which means that 53 percent of the dependent variable of empowerment (Y) can be explained by the independent variable of knitted product diversification and marketing management (X), while the remaining 47 percent is explained by other variables outside the variables used. The t test is shown in table 3 resulted in a t-count value of 3.100 with a significance of 0.004 smaller than the significance level set = 0.05 ($\alpha = 5$ percent). Thus, the research model used is feasible and the proof of the hypothesis can be continued.

The regression coefficient value for product diversification and marketing management (X) variables is 2,939 so the regression equation is as follows: $Y = \alpha + bX + e$, so $Y = 2,939 + 0.275 X + e$. The regression coefficient of the independent variable (X) is 0.275 (positive) with a significance of 0.004 less than the set significance level (0.05) indicating that product diversification has a positive and significant effect on women's empowerment. This is also supported by the average respondents' answers for product diversification showing a value of (4) with a statement agreeing and strongly agreeing with a value of (5). The t count shows 3.100 with the df value being n-k which means $30 - 2 = 28$, so the df number is 28 and the t table shows 1.701 with a significance value of = 0.05 ($\alpha = 5$ percent) for the one-tailed test.), then it is stated that there is a correlation of variable (X) to variable (Y) so that it can be stated that H_0 is rejected and H_1 is accepted, because t count > t table, it is stated that there is a correlation between the two variables. That means that with product diversification and knowledge of marketing management, women's empowerment will tend to increase and be motivated in improving the economy of native Papuan women in diversifying noken knitting as well as gaining marketing management knowledge.

In accordance with the purpose of empowering women, there is a paradigm shift from native Papuan women to diversify their knitted products which are usually in the form of traditional bags and sell conventionally, now gaining new knowledge in marketing management, namely Noken knitting which is diversified and managing its business in seeing opportunities for PON XX which was held in Papua.

In a qualitative analysis of women's empowerment, one of them is done through community empowerment. This empowerment strategy is a strategy that arises from the awareness that arises from the community to improve the situation and see the opportunities that exist around the environment (Widodo, 2018). In an empowerment, the community or women in empowering women have a very important role because their position is both the subject and the object in the empowerment itself. So that the benchmark for successful empowerment is none other than people who have a strong desire to change (Adriantini et al., 2018).

The measure of this achievement qualitatively in field observations with interviews and documentation, it can be seen that the changes in mothers when diversifying Noken knitting are more varied and balanced with financial management abilities and are able to collaborate with hotels and merchandise shops that specifically provide souvenirs. typical of Papua. Empowerment implementation is carried out by utilizing local potential and can have an impact on strengthening the family economy (Rosiyanti & Gustaman, 2020). Activities to diversify noken knitting and marketing management activities can foster the spirit of indigenous Papuan women in women's empowerment programs in the city of Jayapura.

Development orientation to achieve the goal of a better quality of life for citizens is the main thing in community empowerment, it must be supported by community organization and participation as the subject of development. (Noor, 2011). From the LKP and the Women's Empowerment Agency, they are also very proud and grateful to be able to carry out their duties to support PON XX in empowering women to diversify Noken and guide their marketing management. One of the duties of LKP is to foster and provide treatment of abilities to individuals or groups who want certain skills; therefore it is the obligation of LKP as their duties and functions to provide certain courses and even coaching women to be empowered in accordance with certain local wisdom where the LKP is located.

The Women's Empowerment Agency of the city of Jayapura, which fully has the task and function of empowering Papuan women, participates in empowering and establishing partners for marketing the results of the creativity of indigenous Papuan women. In general, women are they housewives, while men are the breadwinners, but how can this equality be realized, then the existence of the Women's Empowerment Agency is expected to be able to raise the dignity of women who are strong and independent. (Azzuhri, 2011). This is to prevent the stereotype that women are always weak in everything, therefore women must be empowered. The new access to knowledge and awareness has been obtained by mothers who benefit from this empowerment activity so as to create a friendly community and get support from other mothers in the community so that activity after activity can participate and share knowledge between residents with one another. (Wildan Saugi, 2015).

Treatments for developing LKP and the Women's Empowerment Agency for mothers who are participants in women's empowerment are actively involved in achieving competency goals and seeing opportunities for the XX PON event. Involvement by local community leaders makes the synergy of cooperation between local Papuan wisdom even stronger because what is appointed is part of the local culture that is upheld by the local community. Papua, which has so far received the assumption that the area is underdeveloped and dangerous and has low human resources, is no longer a problem if the approach is through community leaders to open the door in empowering the community, especially Papuan women, because according to the experience of researchers, local residents listen more to community leaders because Therefore, this empowerment must involve local community leaders as internal control in the place.

In viewed from human resources and access to places of empowerment, it is not too difficult to approach the subjects studied because the majority are residents in the city of Jayapura. Empowering women through activities that utilize local potential is expected to have the skills to address needs, the ability to identify, find sources, organize information and communicate information effectively to overcome life problems. (Hasyim & Anisa Makruf, 2022). This empowerment can be carried out well because it is in accordance with the procedures and guidelines of the LKP and the local Women's Empowerment Agency which are adapted to the culture and characteristics of the Papuan people. This women's empowerment is also carried out with evidence that there is an implementation schedule that has been agreed upon by the mothers who are participants with tutors prepared by the LKP and the Women's Empowerment Agency of the city of Jayapura.

The success of women's empowerment is nothing but program planning by educational institutions. Here are some things that must be in empowerment, namely: mothers' high learning motivation, accuracy of learning methods, competent resource persons and the use of appropriate learning strategies, as well as adequate facilities and infrastructure (Ningrum & Sujarwo, 2017). This is also done by LKP and the Women's Empowerment Agency to support indigenous Papuan women to be creative in diversifying Noken knitting to suit market needs.

The achievement in empowering women is the empowerment of Papuan women in diversifying knitwear other than traditional Papuan bags into knitwear that is more varied and has competence in managing income and marketing its products more to hotels and merchandise stores. Community responses and participation in women's empowerment programs are critical to the success of programs based on independent economic development

from and by the community. Full community participation is an optimal synergy in implementing empowerment (Pranoto & Yusuf, 2016). Not only increased experience and knowledge after the women's empowerment program was implemented, but indicators of its implementation were also measured according to the guidelines that have been prepared by the LKP and the Women's Empowerment Agency of Jayapura city through interviews and observations to program implementers.

This is also in accordance with the research submitted by Sri Marwanti and Ismi Dwi Astuti, P3G researchers LPPM Agribusiness Studies, Sebelas Maret University of Surakarta with a model of empowering poor women through the development of family entrepreneurship towards a creative economy, that one of them in empowerment must be through improving product diversification, product quality improvement, packaging diversification and market expansion are expected to improve welfare in empowering poor women in remote areas (Marwanti & Astuti, 2012). Diversified woven knitwear with various forms adds to the spirit of creativity in empowering women, especially for native Papuan mothers in creating ideas for knitting shapes other than sling bags, while also gaining knowledge on how to manage marketing. This success is none other than the collaboration between local community leaders and LKP and the Jayapura City Women's Empowerment Agency which has fostered Papuan women to prosper.

Conclusion

The empowerment of women is a program to strengthen the economy of the Papuan people in adjusting to technological developments and seeing opportunities in marketing to welcome the XX PON in 2021. The products of local wisdom that are highlighted must be superior, especially in local tourism in Papua, therefore empowering women should be a necessity that must also involve the Government and educational unit institutions outside of schools in this case represented by the LKP (Course and Training Institute) as an institution that moves people's attitudes and knowledge changes.

At least in the implementation of the empowerment of indigenous Papuan women, the community bonds of empowering women in each group become stronger and the creativity to diversify products is more varied because they are organized and fostered by the local LKP and the Women's Empowerment Agency of the city of Jayapura, because so far they have not formed groups and are fostered independently. Comprehensive to the marketing management as well.

Recommendations were given to the local government so that the women's empowerment program through local wisdom can be used and implemented for the affordability of expanding access to women's empowerment so that it can be realized and evenly distributed, given that Papua's background is a province that is widely assumed to contribute to poverty and high illiteracy in Indonesia, so it needs empowerment technical empowerment to improve a better standard of living in Papua.

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