

Empowerment in Supporting Community Welfare Through the Vania Bakery Home Industry in Temputejo Village, Blora Regency

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Abstract

High unemployment rates and limited job opportunities are now major problems that have an impact on the decline in the economic welfare of the community. One of the efforts to overcome this problem is through community empowerment based on small businesses such as home industries. This study aims to analyze the process of community empowerment and its impact on improving economic welfare through the Vania Bakery home industry in Tempurejo Village, Blora Regency. The research method used is a qualitative approach with field research. Data collection was carried out through observation, interviews, and documentation. The results show that the empowerment process of home industry at Vania Bakery takes place in three stages, namely enabling, empowering, and protecting. The training in production, packaging, and marketing skills provided was able to improve the workers' work skills, independence, and income. The existence of this home industry has a positive impact on the community in the form of improved family economic welfare and the creation of a supportive work environment. Thus, Vania Bakery Home Industry plays an important role as a means of community empowerment in helping to improve economic welfare.

Keywords: Community Empowerment, Home Industry, Economic Welfare.



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Introduction

Layoffs force employees to drastically reduce their expenses, which can potentially lower their quality of life through cuts in health, education, and other basic needs. The decline in household purchasing power has an impact on the local economy due to reduced demand for goods and services, which in turn can reduce local business income and even trigger further layoffs (Phuty Umul Amaliah, 2020). In addition to losing their jobs, employees also lose various benefits such as health insurance, pension benefits, and other benefits, limiting their access to health services and financial security, especially when unexpected health costs arise (Hasibuan, 2023). The surge in unemployment due to layoffs has a negative impact on economic activity because people are unable to optimize their economic potential (Yanti Kirana, 2020). This situation has prompted some people to seek shortcuts through the use of the internet, which unfortunately has given rise to negative phenomena such as illegal online loans and online gambling. The government's efforts to address these issues have not been fully effective due to the imbalance between the number of job seekers and the availability of jobs.

Increased employment opportunities are closely related to national income growth and community welfare. The wider the employment opportunities, the higher the national production, which in turn has an impact on increasing community prosperity. Community welfare is generally

measured by per capita income, so that increased employment opportunities and decreased unemployment will contribute directly to improved welfare. Economic development is basically aimed at developing the business sector, creating income equality, and reducing unemployment (Adriyanto et al., 2020). However, unemployment is not only caused by a lack of job opportunities, but also by limited skills, labor market dynamics, and individual choices in participating in the world of work. Unemployment also has an impact on the decline in people's purchasing power, which is exacerbated by inflation and the impact of the pandemic, which has caused prices to rise (Susanto, 2020). Therefore, improving the quality of human resources through community economic empowerment programs is very important so that the community can be independent, innovative, and have strong entrepreneurial motivation (Sahabuddin R., 2024). Community empowerment aims to strengthen the quality of economic, social, and cultural life by utilizing the potential that is possessed collectively (T Siep, A Lefaan, 2025).

Poverty remains a major problem facing Indonesia and requires serious attention because it can trigger various social problems (Dalimoenthe, 2023). High poverty rates are often associated with increased crime and low community welfare (Nugraha et al., 2014). One strategic effort to overcome this problem is through community economic empowerment based on small businesses such as home industries. Home industries are considered capable of improving the community's economy while also creating new job opportunities (Suci Rahmadani, 2021). The existence of businesses such as Vania Bakery in Tempurejo Village, Blora Regency, is a concrete example of how home industries can empower the surrounding community by absorbing local labor, improving skills, and increasing family income. This small business indirectly supports the government's program in reducing unemployment and poverty. Therefore, this study aims to analyze community empowerment through the Vania Bakery home industry in helping to improve the economic welfare of the community evenly (Susanti, 2021).

Method

This study uses a qualitative approach with a descriptive field research type to gain an in-depth understanding of the community empowerment process through training at the Vania Bakery home industry. This approach was chosen because it is able to comprehensively describe the experiences, behaviors, motivations, and actions of the research subjects in accordance with the natural conditions that exist (L Judiajnto, GA Wibowo, K Karimuddin, 2024). The research was conducted directly at the business location in Tempurejo Village, Blora Regency, through observation of production activities, in-depth interviews with the owner and five workers, and documentation of various business activities. The research subjects were selected purposively based on their level of involvement and knowledge of the activities at Vania Bakery. The data collection techniques used included observation to directly observe the work process, interviews to explore in-depth information about the workers' roles and their contributions to the family economy (Rivaldi et al., 2023), and documentation in the form of photos, activity notes, and production archives to reinforce field findings (Ratnaningtyas E, M Saputra, 2023). Surveys do not always collect detailed qualitative information as in-depth interviews do. Surveys provide a "broad perspective" that captures diverse viewpoints and involves individuals who may not be willing to participate in longer interviews (Wilkinson, 2004). The entire research process was carried out with due regard for research ethics and maintaining the honesty and comfort of the informants.

To ensure data validity, this study applied triangulation techniques, including source triangulation and technique triangulation (Sugiyono, 2016). Source triangulation was conducted by comparing information from business owners and workers to ensure data consistency (Sari, 2024), while technique triangulation was conducted by combining the results of interviews, observations, and documentation of the same source to obtain valid and accountable data. Data analysis was conducted using the Miles and Huberman model, which consists of four main stages: data collection, data reduction, data presentation, and conclusion drawing (Fiantika et al., 2022). Data analysis is the process of systematically searching and organizing all interview transcripts, observations (field notes), and other materials collected to gain insight and understanding of the data, as well as to convey the findings

that have been discovered (Biklen, 1982) . The data obtained from the field was selected and simplified to focus on relevant information, then presented in the form of a descriptive narrative to illustrate the role of the community in home industry activities (Dr. Sigit Hermawan, SE. & Amirullah, SE., 2016) . The research conclusions were compiled in stages based on the analysis of all findings, thereby providing a comprehensive overview of the contribution of the Vania Bakery Home Industry in empowering the community and improving family economic welfare (Rismarinda, 2021)

Results and Discussion

1. Results

a. The empowerment process of the Vania Bakery home industry

The empowerment process aims to improve community skills while helping to improve family economic welfare through a series of structured activities, ranging from cake-making training, production processes, to product marketing. This program is designed as a means of self-development for the surrounding community so that they have economically valuable abilities and skills, thereby increasing their life skills and opening up opportunities for independent business (Dinata et al., 2023) .The empowerment process is carried out in stages, beginning with training in the skills of making various types of cakes, followed by direct involvement in the production process, product packaging, and marketing strategies—both directly and through digital media. Through this process, the community not only gains technical skills but also knowledge about simple business management that can support economic independence.

Table 1.

Empowerment process of Vania Bakery home industry		
No.	Process	Result
1	Enabling	Raising awareness among the local community about self-development so that they have valuable economic skills and abilities, thereby increasing their life skills through the Vania Bakery home industry.
2	Empowering	Providing skills for cake production, equipment operation, and sales.
3	Protecting	Continuous guidance in empowering and monitoring participants

The table above shows consistency with the opinion from (Fahrudin, 2012) that empowerment is a process to improve the capabilities and independence of the community, which is carried out through various efforts, namely enabling, empowering, and protecting.

b. Impact

In the enabling stage, awareness is raised among the surrounding community about the importance of their potential, which can be developed to generate income that can help improve life skills. The empowering stage is realized through training in cake production skills, equipment operation, and product sales techniques, which, according to the researcher, is the core of the empowerment process because it equips participants with practical skills. Furthermore, in the protecting stage, continuous assistance and monitoring are carried out to ensure that participants are able to apply the skills they have acquired. The empowerment program at Vania Bakery has made a positive contribution to increasing the capacity and economic independence of the surrounding community.

2. Discussion

a. Community Empowerment Process at Vania Bakery Home Industry (Heading 3)

Based on the results of field research conducted through observation, interviews, and documentation, this discussion covers the aspects of enabling, empowering, and protecting, as well as the impact of the existence of the Vania Bakery home industry.

1) Enabling Aspect (Creation of an Enabling Climate)

Based on the results of interviews, Vania Bakery Home Industry creates an enabling climate that supports the participation of the surrounding community. Informants stated that there are no specific criteria for community empowerment other than the willingness to learn and work diligently. This shows that there is open access for the community to engage in productive economic activities.

Flexible work opportunities allow informants to continue to play their role as housewives. The work system, which adjusts to the number of orders, provides opportunities for workers to earn additional income. Although income is not fixed, the average daily income of IDR 70,000 is considered sufficient to meet family needs. Thus, the enabling aspect of empowerment at Vania Bakery has been running well.

2) Empowering Aspect (Capacity Building)

Vania Bakery's home industry currently has 10 workers. Based on the perspective of , it plays a role in developing participants' knowledge and skills in a relatively short time. The training and skills enhancement provided to the informants reveal that they receive direct training from the business owner, both in the production process, packaging, and product marketing. Through the process of learning while working, the informants, who initially had no skills in making bread, became more skilled and independent. The informants also felt an increase in their work abilities and self-confidence after working in this home industry. In addition to acquiring technical skills, they also gained work experience that was beneficial for their personal development. This shows that empowerment at Vania Bakery is able to increase the capacity and independence of workers.

3) Protection and Support Aspect

The results of the study show that the working relationship at Vania Bakery is familial and mutually supportive. The business owner provides full assistance to workers, both in the form of work guidance and flexibility in granting leave for personal matters. There is no rigid contract system, so workers feel comfortable and unburdened. When work obstacles arise, they are resolved together. Fair treatment without discrimination makes the informants feel protected while working. Thus, the protecting aspect has been optimally implemented in this home industry work environment.

b. The Impact of Vania Bakery Home Industry on the Tempurejo Village Community

The existence of the Vania Bakery Home Industry has a positive impact on the surrounding community, both economically and socially. From an economic perspective, the income earned is able to help meet daily needs, pay installments, save money, and even finance education (Defina, 2021). Although income depends on the number of orders, the community feels an increase in welfare after working. From a social perspective, this job provides opportunities for informants to be more productive, expand their network, and boost their self-confidence. Family support, especially from husbands and children, is an important factor that encourages them to continue working. A comfortable and flexible work environment allows them to fulfill dual roles as workers and homemakers.

Conclusion

Community empowerment through the Vania Bakery Home Industry in Tempurejo Village has gone through three main stages, namely enabling, empowering, and protecting. This empowerment program has been able to improve the skills, capacity, and economic independence of the community through

training in production, packaging, and product marketing. The existence of Vania Bakery has had a positive impact on the welfare of workers, both economically and socially, as evidenced by increased family income, self-confidence, and the creation of a conducive and supportive work environment. Despite obstacles such as uncertainty in the number of orders, the support of business owners and flexible working arrangements have minimized these constraints. Thus, the Vania Bakery Home Industry plays a crucial role as a means of economic empowerment for the community and contributes to efforts to reduce unemployment and improve family welfare.

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