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## Local Potential Development (Local Genius) in Community Empowerment

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### Abstract

*Community entrepreneurship training is one of strategies to improve community economic empowerment. Entrepreneurship training is carried out to improve the ability of the learners to develop their business. This program was carried out because the community's entrepreneurial ability in the CLC Assolahiyah in Karawang regency was still deficient. The aim of this research is to describe the identification of local resources in the development of entrepreneurship for community empowerment through training and mentoring the community entrepreneurship. The approach in this research is qualitative. Research method used is case study to describe local potential development in community empowerment. Data collection techniques used are observation, interview, and documentation study. Data analysis techniques are interactive models, through the stages of data collection, data reduction, display data, conclusions, and verification. The result concludes that the development strategy of community entrepreneurial program begins with the identification of local potential resources, both natural resources and human resources. The results of the entrepreneurship training are the growth and development of productive skills, technical skills, physical skills, social skills, managerial skills, and intellectual skills of the learner's entrepreneurship. The impact of developing local potentials in implementing entrepreneurship programs is increasing the empowerment of community entrepreneurship. The indicator is the increase of independence, community empowerment and economic income generation.*

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## INTRODUCTION

According to recommendation of the results from several studies, especially in developing countries, including Indonesia, experts argue that the implementation of community development methods on community initiative and creativity is rather difficult to be held in the early stages of development programs. The involvement of outsiders from government, non-government organizations, private institutions and funding agencies is urgently needed to encourage community participation in community development. Across disciplines, it is widely agreed upon that empowerment processes encompass material resources and inequities in the environment, strengths of the individual and a sense of personal control, and the enhancement of well-being (Cattaneo & Chapman, 2010; Zimmerman, 1995). In this case, the key to delivering empowerment is the concept of social action that promotes community participation in its implementation.

Community empowerment is a program designed as a strategy to enhance standard of living of community through the process of capacity building, initiative and community participation. Community empowerment is not readily achievable in all areas and greater levels of preparatory capacity building will be required in areas with little tradition of active community and areas with low levels of social capital. Consequently, the achievement of community empowerment will have an uneven front and major divergence of levels of local participation will be evident in the short to medium term (Adamson, D. & Bromiley, R, 2008). Empowerment is a construct that links individual strengths and competencies, natural helping systems, and proactive behaviors to social policy and social change (Rappaport, J., 1981).

The process of community empowerment is practical and requires the participation of all communities. Community participation in various aspects of development is an important and absolutely necessary element in development, especially if it is

associated with changes in the development paradigm which now places humans and society as the subject of development not as objects that are built.

Community participation is needed to increase the effectiveness of development. If the community has attention/sacrifice in development and is active in decision making, they tend to give large commitments, so that they can carry out development tasks. Participation assumes that people know the best problems and how to solve them according to their abilities. With this community participation, decisions taken will directly touch the urgent interests they need to handle. Communities can work together in providing input, both goods, money or time in carrying out development. Community participation is a resource that can increase commitment so that development goals can be achieved optimally and sustainably.

Community participation is always associated with participation in the development of the nation. Community participation is a mental/thought or moral involvement/feeling in a group situation that encourages them to contribute to the group in an effort to achieve goals and also be responsible for various development activities. Community participation is an important element that will influence the formation of the state and the achievement of national development goals. Therefore, in fostering participation in the community, there must be awareness of its existence so that there is a desire to participate with the government in developing the nation. The effort that can be made by the community is to actively participate in various development activities in the area.

The workings of the community empowerment intervention model in solving problems to achieve a particular goal through determining the needs and problems faced by local communities, whether individual or group, prioritizing problems and needs, making plans for meeting those needs and problems based on potential local sources (according to local potential). But if potential sources are

inadequate, additional external assistance is needed.

The empowerment strategy is to foster an identity to loyalty of local community. Locality is the key to mobilization of community development projects. Locality itself has some weaknesses: the community has no longer full power or autonomy over its territory to improve the condition of a prosperous local community. One of the community empowerment strategies is through training and assistance in community entrepreneurship development. Community empowerment through entrepreneurship training aims to increase the ability and insight of the community to develop business pioneers. Through consistent entrepreneurship training, local communities can be human resource assets for business pioneering development. Training and development play a vital role in the effectiveness of an organization (Goldstein, I.L., & Ford, K., 2012).

Training is learning that is designed to improve the knowledge, attitudes and technical skills of learners. While development is a process designed to improve conceptual abilities, ability in decision making, and broaden the human relationship of learners. Training and development is carried out by various institutions that aim to increase the strength of competition between organizations that are taking place very tightly today. Training and development are carried out together to overcome work productivity problems and organizational sustainability determinants in addition to the quality and performance problems of employees. Thus the training program and development of Human Resources (HR) is carried out to improve the ability of learners to achieve organizational goals.

According to Abdus, S.N. (2011), current organizations should deal with training necessitates linked up with altering and growing internationalization of industry, diverse national point of view and a varied workforce. So for this purpose individuals are prepared with the right sort of aptitudes, information and capabilities to carry out their allocated responsibilities and therefore training is considered to have a

massive impact on organizational efficiency.

The training program is basically a learning process specifically designed to improve the knowledge, attitudes and skills of students. Each training program has different characteristics and is specifically designed according to the objectives of the training program. The characteristics of the training program are very important to note, including the design of the training program itself, presentation methods, content and curriculum, and services provided (wrap around services). The focus of the implementation of entrepreneurship training programs is the result of entrepreneurship training programs that are given, namely entrepreneurial attitudes displayed by individuals seen from the mindset, ability, status and performance generated. From the attitude displayed by individuals, it can be concluded how the individual's intentions.

Thus, training and entrepreneurship development can provide benefits for the community in improving level of welfare. In addition, community empowerment through training and entrepreneurship assistance is one solution to solve various social problems that occur in the community, including in Community Learning Centre (CLC) Assolahiyah Karawang district of West Java province. Training and development of local potential based entrepreneurship in CLC Assolahiyah is the power, strength, capability and ability that can be developed for the improvement of people's prosperity. Training and development are relevant to the skills, knowledge and competence to improve employees' performance on current job and future assignments (Parce, J.A., & Robinson, R.B., 2009).

The objectives of training and entrepreneurship development based on local potency are implemented to encourage the realization of economic independence of the community by developing various potentials of community CLC Assolahiyah. Entrepreneurship focused on the opportunities which see entrepreneurs as economic actors utilizing and creating opportunities on the changes in society

such as technology, consumer preferences and social norms (Drucker, P.F., 2010).

The entrepreneurial process seeks new things in developing a business based on the community potential. The concept of innovation has a major impact on the success of the community entrepreneurship process in developing the local potential of the region. This is in line with Baker, W.E. & Sinkula, J.M., (2009) who suggested that the construct of innovation brings next us among various variables, such as entrepreneurial orientation and innovation success. In order to draw a distinction between innovation in entrepreneurial orientation and innovation success, this paper highlights that innovation is the concrete result of innovation process. It is different from innovation in entrepreneurial orientation, which is about openness to new ideas, including new products and new methods (Pearce, J.A., Fritz, D.A. & Davis, P.S, 2009). Creativity and innovation are crucial in developing entrepreneurship based on local potential. Innovation plays a pivotal role in business competition.

The process of entrepreneurship in developing countries tends to refer to 'creative imitation' due to imitation process from other side of the world with different levels of adhocracy (Naranjo-Valencia J.C., Jiménez-Jiménez, D., & Sanz-Valle R., 2011).

Strategy of community empowerment through entrepreneurship training and also facilitation in CLC Assolahiyah must provide creative new things in opening business field to society in production based on local potency, aiming at giving additional income, increasing selling price of material for community to other party, boosting family members' income and self-improvement through knowledge skills and skills enhancement of local potency production and work culture leading to Good Manufacture Production (GMP).

Some things of concern in neighborhood of CLC Assolahiyah are the people who are dominated by economically disadvantaged groups. Such economic conditions are due to a

lack of public interest in the field of entrepreneurship. Geographically, CLC Assolahiyah is located in the coastal area. The people who live in coastal areas of the sea are small as livelihoods as farm laborers and most of them are fishermen. This condition causes people to lag behind in education, health and purchasing power. The entrepreneurship education program implemented at CLC Assolahiyah aims to empower people in education and entrepreneurship development.

The community empowerment strategy through entrepreneurship training at CLC Assolahiyah, the first important thing to do is to provide entrepreneurial knowledge to learners. Entrepreneurship training program is an activity that trains students to have a business through business practices, where students are required not only to be able to speak but also to show it in the form of entrepreneurial practice. Besides that training also provides knowledge to be creative. Through entrepreneurship training, one can develop skills explicitly in preparation for starting and developing a business.

## METHODS

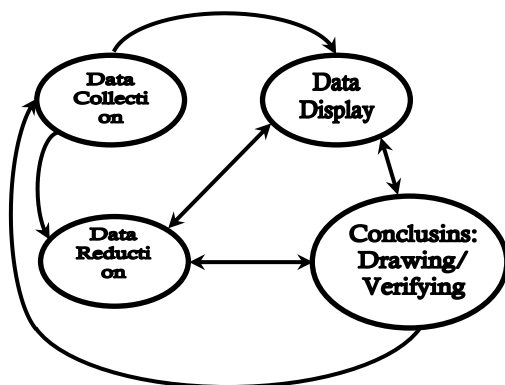
Research on local potential development (local genius) in community empowerment in CLC Assolahiyah is conducted by using qualitative approach. This approach is used to analyze data about phenomenon of community empowerment strategy through training and entrepreneurship assistance as well as its impact on the empowerment of the learning community in CLC Assolahiyah. The purpose of the study with qualitative approach is written in "technical" terms sourced from field data. The purpose of the study is written in terms of "technical" research sourced from qualitative research language (Cresswell, J.W., 2013).

This research uses case study method. Case study is a more suitable strategy if the subject matter of a research deals with "how" or "why", if the researcher has few opportunities to control the events that will be investigated, and when the focus of his research lies on contemporary (present) phenomena in a real-life context (Yin, R.K, 2012).

Case study is used in this study to provide a comprehensive overview and analysis of facts about the training program and entrepreneurship assistance as well as its impact on the empowerment of learning communities in CLC Assolahiyah. To obtain the data, the subject of the study is determined by purposive sampling, consisting of a manager, a tutor and three learners who followed the training of entrepreneurship development in CLC Assolahiyah.

Techniques used in this study are observation, in-depth interviews, and documentation studies as a source of triangulation data that can be accounted for its accuracy. Yin, R.K. (2012) argues that collection techniques in the case study are used through (1) documents, (2) archival records, (3) interviews, (4) direct observation, (5) actor observation and, and (6) physical devices. The principles of data collection are carried out by (1) using multiple sources of evidence, (2) creating basic data on case studies, and (3) maintaining a series of evidence.

Afterwards, the data are collected and then analyzed using interactive model through the following stages: (1) data collection, (2) data reduction, (3) data display and (4) conclusion/verifying (Milles, M.B. Huberman, A.M., & Saldana, J., 2014).



**Figure 1.** Interactive Data Model Components

The data collection phase was carried out related to data on local potential development (local genius) in community empowerment in CLC Assolahiyah. Data collection is done

before, during, and after the research process is carried out. Data collection is obtained from various sources that are collected sequentially and systematically to make it easier to compile research results.

The reduction phase is the selection process, formulation of attention to simplification or concerning data in the form of detailed (systematic) descriptions (reports), highlighting the important points to be more easily controlled. At this stage the researcher focuses on the collected field notes, namely matters relating to local potential development (local genius) in community empowerment in CLC Assolahiyah. The data reduction stage is carried out continuously during the research. Data reduction is a form of analysis that sharpens, classifies, directs, and discards data that is not related to local potential development (local genius) in community empowerment in CLC Assolahiyah. Next, a summary, coding, and tracing of themes are made, making a small note that is felt important at the instant. These events and impressions were chosen only relating to local potential development (local genius) in community empowerment in CLC Assolahiyah.

The data presentation stage is an attempt to present data to see the overall picture of the data or certain parts at the research stage. At this stage, data on findings in the field are presented in the form of narrative texts, namely verbal descriptions of local potential development (local genius) in community empowerment in CLC Assolahiyah. After the data is focused and specified, the presentation of data in the form of a report is made. But if the data presented needs to be reduced again, then the reduction can be done again to get more appropriate information. After that the data is simplified and systematically compiled about things that can give an idea of local potential development (local genius) in community empowerment in CLC Assolahiyah.

The conclusion and verification phase is an effort to find meaning for the data collected by looking for patterns, themes, relationships, equations, things that often arise and so on. At

this stage a truth test is carried out on each data that appears from data obtained from one subject to another subject. This conclusion is made in a brief and easy to understand statement by examining the main issues related to local potential development (local genius) in community empowerment in CLC Assolahiyah.

## RESULTS AND DISCUSSION

### **Community Empowerment Strategy through Training of Potential Local-Based Entrepreneurship**

CLC Assolahiyah is a non-formal education unit formed from, by and for the community. This means that CLC is a community-based institution. The establishment of CLC Assolahiyah is an initiative of the Pasirjaya village community that comes from an awareness of the importance of improving the quality of life through a process of education and learning. This initiative can be generated by a process of socializing the importance of CLC and other things about CLC to some members or local community leaders by the government or other parties outside the community.

In principle, the aim of the establishment of CLC Assolahiyah is the realization of an increase in the quality of life of the communities around the village of Pasirjaya in a broad sense. An understanding of the quality of life of the community of Pasirjaya village is largely determined by the values that live and are believed by the community. The values believed by the community of Pasirjaya village will be different from those in other villages. Thus the formulation of the objectives of each program in CLC Assolahiyah certainly becomes unique with every other CLC.

The purpose of the establishment of CLC Assolahiyah is the realization of improving the quality of life of the people in the dimensions of the quality of life of a very broad community. Some fields of activities carried out by the CLC Assolahiyah are indeed very broad because they cover all dimensions of the person's own life, both social, economic, education, health and other aspects of life. In accordance with its main tasks and functions, CLC Assolahiyah

implements a program that is divided into three fields of activity, namely the fields of education, business and community development.

Educational activity is a learning process for learners in increasing their knowledge, attitudes and skills. Education as a transformation process of intellectual, emotional and spiritual abilities/intelligence, character and personality includes aspects of cognition, affection and psychomotor. Educational activities are held for all learners from early age to old age, male and female, and everyone without exception. Educational activities carried out in CLC Assolahiyah include programs: (1) Early Childhood Education, (2) Junior High School (Paket B), Senior High School (Paket C), (3) Life Skills Education, (4) Vocational Education, (5) Entrepreneurship Education, and (6) Functional Literacy Education.

Productive business activities are all activities related to efforts to increase the capacity of community economic empowerment. Activities in this field include all business unit programs at CLC Assolahiyah in an effort to improve the economic productivity of the community, create new jobs and so on. In addition, the productive economy covers all aspects of the business starting from developing new businesses, expanding marketing, developing capital, improving quality, business management capabilities, improving innovation capabilities and product design and so on.

Activities in the field of community development include various activities to strengthen community empowerment. Activities in this field include various types of activities such as strengthening physical facilities or infrastructure, building and developing systems used in the community, strengthening cohesiveness among communities, improving and developing the environment, legal counseling, health, environment, and others.

In its implementation, the development and sustainability of the program at CLC Assolahiyah is fully the responsibility of the Pasirjaya village community. This means that the spirit of independence and mutual

cooperation in the implementation of the program at the CLC Assolahiyah is based on and takes into account the potential of the Pasirjaya village community. In other words, the implementation of the program at CLC Assolahiyah does not have to wait for the completeness or sophistication of the facilities and infrastructure owned by the Pasirjaya village community and does not have to wait for the presence or absence of legal permission from the local government. CLC Assolahiyah can develop various development programs according to the conditions owned by the Pasirjaya village community.

CLC Assolahiyah is located in Pasirjaya Village, Cilamaya Kulon District, Karawang Regency West Java Province. This is a coastal area that has a promising potential of sea product and abundance of *rebon* shrimp in certain session, as its special characterisric. This *rebon* shrimp is the main source of livelihood of fishermen of CLC Assolahiyah. From generation to generation the fishermen processed the shrimp of this *rebon* to be *terasi* (shrimp paste). However, the business management of the production of shrimp paste is done traditionally, so it does not much help to improve the economic level of the surrounding community. In addition, the shrimp paste produced does not have a uniqueness to be accepted by the wider market, and the selling price is relatively low. The production of shrimp paste is only limited from village to village only. This condition is different from the other *terasi* produced in other districts in West Java that highlight the uniqueness of the region as a shrimp paste processor.

CLC Assolahiyah as a non-formal education institution committed to empowering the community to develop innovation in managing the business of shrimp paste as a product that can connect them to broader economic opportunities. The processing of shrimp business unit in CLC Assolahiyah opens up opportunities for the surrounding community to focus more on exploiting the local potential of the surrounding area. This business unit is integrated with literacy education, since business

actors are the learners of Independent Business Literacy.

The management stage of entrepreneurship development based on the local potential of the business product *terasi* in CLC Assolahiyah is as follows: Business planning. At this stage; (1) setting general goals; namely the achievement of business development of shrimp paste production with raw material of *rebon* shrimp in Tanjung Baru Village. Next, setting specific goals; namely the opening of income-generating opportunities for the learning community, (2) establishing the training curriculum, which is done through the training of processed shrimp paste which aims to improve the understanding and knowledge of the learning community in producing the shrimp according to the rules of GMP (Good Manufacturing Product) so that it is worthy of obtaining halal certification and PIRT license.

Mentoring partnership on entrepreneurial attitude and behaviour for the learning community in developing the production business of shrimp paste, (3) establishing the source of fund, derived from self-help community managed by CLC Assolahiyah, 4) establishing learning resource; derived from local potentials that can be shared. Other learning resources include the information provided by the CLC, Health Office, and Majelis Ulama Indonesia (MUI) Karawang regency during conducting business assistance, (5) establishing training strategies; the strategy used in the shrimp business unit is participatory learning with varied methods. Training and assistance are carried out in groups to facilitate coordination and management of business management.

Identification of training needs is done through Training Needs Assessment (TNA). TNA is the first step to implement entrepreneurship training. TNA plays an important role in designing and creating effective and efficient entrepreneurship training. There are several reasons TNA should be implemented before developing a training program.

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Training Needs Assessment (TNA) is the very first step which addresses the reasons for conduct and implement training. In addition, TNA plays an important role in designing and creating a successful and effective training. It is the key factor in determining whether the training achieved desired outcomes (Punia, B.K. and Kant, S.A., 2013).

It was further stated that TNA is a process which consists of a set of activities: gathering data (organization, individual employees, and employees' tasks) (Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M., 2011). The ultimate objective of this step is to identify the effectiveness and thus contribute to achieving the organizational goals (York, K.M., 2010).

Therefore, the reasons TNA should be implemented before training and assistance of potential local-based entrepreneurship in CLC Assolahiyah are (1) to address and identify the organizational problems requiring training solutions (2) to obtain and receive the management data for training result assessment (3) to determine the financial budget and benefits of training.

Organizing business. The efforts made by managers in organizing *terasi* business management programs were implemented in a structured way with the organizational structure of work. The organization of the business is identified and analyzed in accordance with the objectives of the CLC organization. Pradhan, S. & Pradhan, R.M. (2012) argue that the organizational analysis refers to the strategic training needs of that strategic direction. In this assessment, the organization objective of the organization is to evaluate the objectives of the

organization. The training needs of organizations are defined based on the organization's strategy, available resources (budget, time and human resources), and management support (Noe, R. A., 2010).

Implementation of business. The duties and functions of each implementer, are as follows: 1) CLC Assolahiyah managers has the duties and responsibilities in implementing ; (a) supervising the programs, (b) preparing funding support for the implementation of business units, (c) building partnerships in encouraging business unit activities. 2) Programs coordinators have duties and responsibilities, ie; (a) coordinating the implementation of activities, (b) preparing administration and infrastructure facilities for the operation of business units, (c) preparing members of business groups, (d) monitoring and evaluating the implementation of business unit activities, (e) preparing a report on the activities of the business unit.

Training is a part of the human resource development, along with the other human resources activities, such as recruitment, selection and compensation. The role of human resource department is to improve the organization's effectiveness by providing employees with knowledge, skills and attitudes that will improve their current or future job performance. Training is the process of providing the skills needed to improve the performance of trainees.

Entrepreneurship training aims at developing, building, and studying theories referred to entrepreneurs, the creation of enterprises, contributing to economic development, entrepreneurship processes and small and medium size enterprises. Training for Entrepreneurship addresses present and potential entrepreneurs. Its objective is to develop and stimulate the entrepreneurial process, providing all the tools necessary for the start-up of a new venture both inside and outside existing organizations. It is small wonder that the moderating influences of motivation, environmental context, and strategy has shown little success in either explaining or predicting entrepreneurial activity.



Training is a learning process to improve the knowledge, attitudes and skills of human resources so that they can be maximally empowered. When associated with entrepreneurship, entrepreneurship training is the process of transferring knowledge and skills from source to recipient to increase enthusiasm, attitudes, behavior, and a person's ability to handle business or efforts to find, create, and apply work methods in business activities to get benefits.

The results of the entrepreneurship training research from Cristanti, A. (2016) show that the characteristics of the entrepreneurship training program include: (1) training design in the form of the objectives of the entrepreneurship training program to build explicit knowledge and skills in preparation for starting a business with participants targeted at Kampung Kue community, members assisted by *Disperindag* and other UMKM actors; (2) presentation methods including trainers training programs are chefs and resource persons who are considered to have the potential to provide training, training is carried out in a face-to-face manner with class sizes, duration and varying intentions; (3) the content provided is conceptual in the form of management relating to business and practical management in the form of cake recipes; (4) services provided after training in the form of mentoring and coaching.

Entrepreneurship training programs have a positive impact on the formation of entrepreneurial attitudes in the form of mindset, ability and entrepreneurial status. The entrepreneurship training program also plays a role in shaping entrepreneurial intentions in the form of a desire among trainee program participants to start and develop business and see other business opportunities that can be run.

Valerio (2014) defines entrepreneurship training as a program that tends to focus on building knowledge and skills explicitly in preparation for starting a business, which in this training program guides participants to get involved in practice. In this study, the first variables examined were the characteristics of

training. Valerio (2014) shows that the characteristics of entrepreneurship training programs are seen from four dimensions, namely program design, method of presentation, content and wrap around services.

Furthermore, Barzegar, N. & Shahroz (2011) state that the most important impact of training on employees and organization performance is to improve the quality and quantity of organization's output, increase in the organization's profitability, safeguard the organization stability, minimize the risk, decrease the organization cost and expenses, improve the management of the organization and establish the organization as national and international entities.

The purpose of implementing entrepreneurship training in CLC Assolahiyah is to increase the knowledge, skills and entrepreneurial attitude of the learning community in developing their business. Training is effort initiated by an organization to foster learning among its workers, and development is effort that is oriented more towards broadening an individual's skills for the future responsibility. (George & Scott, 2012). Training and development are a continuous effort designed to improve employees' competence and organize performance as a goal to improve on the employees' capacity and performance.

Depending on the specific situations, organizational goals, training "is set-objectives and training design, the training methods are applied to facilitate the employees in the process of learning competencies. To develop entrepreneurship of shrimp business unit, CLC Assolahiyah has done various efforts as the development of partnership with local market, restaurant and shops around Karawang regency. To increase production, efforts are made with the procurement of milling machine packaging repairs.

Until now, the result of production that can be produced by the processing business group of shrimps paste in Tanjung Baru is about 70 kg every 2 days. Several marketing objectives

of *terasi* from CLC Assolahiyah are noted in the following tables:

**Table 1.** Marketing Target of *Terasi* Production at CLC Assolahiyah

No.	Marketing Target	Deliver y	Amount/ week
1.	Johar Market - Karawang	packed	50
2.	Loji Market – Karawang	packed	50
3.	Sukamandi Market - Subang	kg	20 – 30
4.	Purwodadi Market – Subang	kg	40 – 50
5.	Kalijati Market – Subang	packed	20
6.	Rebo Market – Purwakarta	packed	20
7.	Sadang Market - Purwakarta	packed	20

*Source: CLC Assolahiyah*

Entrepreneurship education and development can be implemented in various countries in various forms such as entrepreneurship training and coaching. In particular, the role of entrepreneurship education has been called for as one of the key instruments to increase the entrepreneurial attitudes of people (Potter, 2008). A similar trend has emerged in Europe and China. For example, the German government recently funded 25 chairs in entrepreneurship, and in China courses are taught in many higher education institutions (Hisrich, R.D., Peters, M.P. & Shepherd, D.A., 2010).

Abbasian and Bildt (2009) emphasized that entrepreneurship is a result oriented profession to secure empowerment among modern educated women. Starting business enterprise helps women to feel psychologically and economically independent which subsequently help them feel empowered. In line with Karwati's, L. et.al (2018) research on entrepreneurship development shows that the implementation of entrepreneurial activities as an effort to empower women can improve the level of better family economy in Neglasari village Tasikmalaya. The results of this activity can be concluded that the model of empowerment of entrepreneurship women is very effective to improve self-reliance.

Training about entrepreneurship focused on the learning and teaching processes related to theories about entrepreneurs, the entrepreneurial function, and the creation of ventures. It is destined to students, researchers, policy makers and social players interested in entrepreneurship as a discipline of knowledge and social phenomenon. The results of Hidayat's study (2017) show that the results of entrepreneurship learning for learners of Package C in CLC Bina Sejahtera increases their knowledge, attitudes and entrepreneurial skills. The Learners show increased vocational skills and use them as business opportunities.

Evaluation and Business Supervision. In the implementation, the business units of CLC Assolahiyah held regular assessment activities. The assessment aims to measure the effectiveness of implementation, supporting factors and inhibitors of business unit programs. Assessment also opens up opportunities to immediately solve a problem found. Evaluation of business activities is done by monitoring the success indicator that has been established in the planning of business programs. The indicators are, among others, attendance of number of participants, quantity and quality of business result production, number of marketing, total revenue of participants, and the amount of income received by business unit.

The main purposes of evaluating training are: (1) to determine whether the training meets its goals, (2) to identify the training program's strengths and weaknesses, (3) to determine the trainees' reaction and response, (4) to define the financial benefits and the costs of training and (5) to help for better decision in choosing most appropriate training programs in the future (Noe, R. A., 2010); (Noe, R.A., Hollenbeck, J.R., Gerhart, B. & Wright, P.M., 2011).

Supervision in the management of business programs is held to control the implementation of empowerment program in accordance with the established planning. The mentoring activities are done directly or indirectly by the organizer of the business program. The supervisory function is performed

by CLC managers.

Monitoring and Evaluation (M & E) are two integrated activities in order to control a program. Although this is a single activity, Monitoring and Evaluation has a different focus on each other. Monitoring and evaluation activities aim to measure the success of program implementation in CLC Assolahiyah. Monitoring is used to collect data on the implementation of entrepreneurship training. Evaluation is used to see the achievement of the objectives of the entrepreneurship training set at CLC Assolahiyah.

Monitoring the entrepreneurship development program focuses more on activities that are being carried out on entrepreneurship training at CLC Assolahiyah. Monitoring entrepreneurship training is carried out through extracting data to get regular information based on predetermined outcome indicators. The purpose of monitoring is to identify ongoing activities in accordance with planned planning and entrepreneurial training procedures. Monitoring indicators include the essence of activities and targets set in the planning of entrepreneurship training programs at CLC Assolahiyah.

Good monitoring will be useful in ensuring the implementation of entrepreneurial development. In addition, monitoring activities on entrepreneurship training are conducted to provide information to managers in the event of obstacles and irregularities, and as input in conducting evaluations. Thus monitoring is an activity of collecting data related to entrepreneurship training at CLC Assolahiyah.

While evaluation aims to find out whether entrepreneurship training reaches the expected target or not at CLC Assolahiyah. Thus the evaluation places more emphasis on the aspects of results achieved in entrepreneurship training. Entrepreneurship training evaluation is carried out after running in a period (stage), according to the planning stage and type of program that has been made at CLC Assolahiyah.

### **Outcomes and Impacts of Community Empowerment through Training of Local Potential Based Entrepreneurship**

The objectives of training and entrepreneurship based on local potential for learners in CLC Assolahiyah is for community empowerment. The results of the development activities of super shrimp production business in CLC Assolahiyah have raised and made the brand *Terasi Super* as a souvenir in Tanjung Baru beach, which in fact the surrounding community is a *Terasi Super* maker.

*Terasi Super* produced by CLC Assolahiyah has gained the legality of the product by obtaining a health license, halal certificate from MUI, barcode, SIUP, and TDP from BPMPT, education certificate, and safety training from the Manpower and Transmigration Office of Karawang regency. As a result, CLC Assolahiyah has done the following works: 1) marketing *terasi super* Tanjung Baru to shops or souvenir stalls around the north coast and food outlets in Karawang to a wider level to be known as a superior local potential product typical of Tanjung Baru, 2) Offering and subscribing to a supplier of *terasi* in one of the largest restaurants in Karawang regency, 3) marketing through online media.

Impact or benefits and steps that have been done by CLC Assolahiyah in the efforts of super shrimp business development for the CLC learners are as follows: 1) opening the business field for the society in the production of *terasi super* Tanjung Baru village in order to get additional income, 2) increasing the selling price of materials raw *terasi* from the CLC learners to other collectors, 3) increasing members' income to reach Rp. 300,000-600.000 per month, 4) increasing members' capacity through *calistung* ability (reading, writing and counting), as well as increasing the production skills and work culture that lead to Good Manufacturing Production (GMP).

Impact of training and facilitation of entrepreneurship is the increasing of economic empowerment of society. Empowerment is a term that has achieved broad usage not only among scholars but also in politics, practice

across the helping professions, and popular culture (Bennett Cattaneo, L. & Chapman, A.R., 2010).

Empowerment should be the ultimate goal of any community development projects. While development often interpreted as the flow of resources from outside into community, empowerment push-and-pull full participation of all community members to change their world by themselves, from inside to outside (Ferguson, Linda J.).

Research on community empowerment has been widely carried out in the country of Indonesia, as research's Masrukin, et al (2013) who research the effects of the Merapi earthquake. The study showed community requires comprehensive empowerment activities which can ensure the sustainability of their business, needs cooperative as a business center to obtain capital, raw materials and network marketing access and should receive periodic training and disaster task force strengthening at the village level.

The community empowerment program focuses on helping family members to have sustainable livelihoods so they can break the poverty chain. The community empowerment program aims to help family access production assets, initial capital, and technical skills needed to improve livelihoods. This program also helps connect them to the market. Thus, community empowerment programs are carried out to create shared values, where solutions for community needs are aligned with solutions for business needs, working with corporate partners in promoting a variety of sustainable business practices to support community welfare.

The empowerment effort requires community commitment as the main perpetrator. Empowerment can be seen as an activity for enhancing commitment, which in turn helps to provide advanced service quality. Through implementing this concept, the employee performance turns from being a mean of service delivery to being part of the service itself. Zimmerman, M.A. (2000) refers to three basic aspects of empowerment: participation,

control and critical awareness. Participation is the individual's actions that contribute to community contexts and processes; control is the effective or the perception of ability to influence decisions; and critical awareness is the ability to analyze and understand the social and political environment.

## CONCLUSION

The development of local potential-based entrepreneurship in CLC Assolahiyah is managed through the following phases: (1) business planning, to establish: general purpose and specific objectives of production business development *terasi* with raw material of *rebon* shrimp in Tanjung Baru Village, establish training curriculum, establishing funding source, learning based on local potential that can be shared. (2) organizing the business, conducted by managers in organizing the business management program of *terasi* implemented in a structured way with the organizational structure of work procedures, (3) implementing the business, by coordinating the implementation of activities, preparing the administration and infrastructure facilities of business units, preparing members of business groups, evaluating business unit activities, and preparing reports on business unit activities; (4) assessing and supervising the business regularly which aimed at measuring implementation effectiveness, supporting factors and constraints to business unit programs.

The result of the business development activities of *Terasi Super* production in CLC Assolahiyah has raised and made a *Terasi Super* as a souvenir in Tanjung Baru beach resort. *Terasi Super* production has obtained the legality of products from Health Office of Karawang regency, halal certificate from MUI, barcode, SIUP, and TDP from BPMPT, education certificate, and safety training from Manpower and Transmigration Office of Karawang regency. Managers and learners successfully market *Terasi Super* to a wider level to be known as a local potential product typical of Tanjung Baru area as one of superior product Karawang.

The impact of training and facilitation of entrepreneurship is the increase of economic empowerment of society. Managers and CLC learners can: 1) open the field of business for the community in production of *Terasi Super* Tanjung Baru to get additional income, 2) increase the selling price of *terasi* raw materials

from the learners to other collectors, 3) increase member income to reach Rp. 300,000-600.000 per month; 4) increase the capacity of self-learning by improving production skills and work culture that leads to Good Manufacturing Production (GMP).

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