

**EMPOWERMENT OF THE JANGGALA VILLAGE TP PKK  
THROUGH TRAINING IN SEWING, ENTREPRENEURSHIP,  
FINANCIAL MANAGEMENT, AND BATIK PRODUCT  
DIVERSIFICATION**

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**Abstract**

Janggala Village in Tasikmalaya Regency is designated as a national priority area characterized by relatively high poverty rates and susceptibility to natural disasters. As a strategic community group, the Family Welfare Empowerment Team (TP PKK) of Janggala Village encounters significant challenges, specifically low entrepreneurial skills, limited access to production equipment, and weak business management governance. This empowerment program aims to enhance the partners' economic independence by strengthening production capabilities (hard skills) and business management competencies (soft skills). The implementation method utilized a participatory "learning by doing" approach combined with intensive mentoring, which encompassed training in sewing batik derivative products, entrepreneurship management assistance, financial recording workshops, and the facilitation of appropriate technology. Evaluation results indicated a significant improvement in partner empowerment. In the managerial aspect, entrepreneurial understanding increased by 32.2% (reaching 88.4%), and financial recording proficiency rose by 32% (reaching 87.8%). Regarding technical aspects, sewing skills improved by 27% (reaching 83.6%). Furthermore, the program successfully facilitated the provision of production equipment, including sewing and overlock machines, enabling 35 TP PKK members to manufacture ready-to-use products such as tote bags, pouches, and outerwear.

**Keywords:** Community Empowerment, TP PKK, Janggala Village, Batik Innovation Products, Entrepreneurship

**INTRODUCTION**

Janggala Village, situated in Sukaraja District, Tasikmalaya Regency, is designated as a national priority area characterized by relatively high rural poverty rates and susceptibility to natural disasters, specifically landslides and seismic activity. According to data from the Central Statistics Agency (BPS) of Tasikmalaya Regency (2023), the poverty incidence in the

Sukaraja region stands at 11.43%, a figure exceeding the provincial average of West Java. Furthermore, Janggala Village is classified as a region with high economic vulnerability, where the livelihood of the majority of residents relies on the informal sector, agriculture, and household-based economic activities, particularly batik craftsmanship. As outlined in the Janggala Village Medium-Term Development Plan (*RPJMDes*), the Family Welfare Empowerment Team (TP PKK) of Janggala Village comprises 34 active members; however, it has yet to implement economic empowerment programs due to a deficiency in entrepreneurial skills and limited access to both training and production equipment. Consequently, the social activities of the TP PKK remain dependent on community self-funding, a model which is financially unsustainable.

The phenomenon of underdeveloped rural economic empowerment is frequently attributed to insufficient technical skills and business management knowledge among small-scale business actors, particularly women. Consequently, the provision of training in these domains is anticipated to enhance their proficiency in sewing—a traditional skill that can be adapted to produce batik-based commodities with high commercial value (Martini et al., 2020) (Haryadi, 2023).

The sewing training program is designed not merely to enhance technical proficiency, but to equip participants with the capability to manufacture batik-based souvenir products featuring designs that are aesthetically appealing and aligned with market demands. This initiative corresponds with entrepreneurial development principles that prioritize product innovation and the understanding of product differentiation in response to market dynamics (Riwajanti et al., 2024) (Juniawan et al., 2023). Product development is defined as a sequence of activities initiating from the analysis of market perceptions and opportunities, culminating in a production phase driven by market demand. The development of ready-to-use products is critical to ensuring that consumers can utilize the goods immediately upon purchase.

Beyond production constraints, the TP PKK of Janggala Village also encounters significant impediments regarding business management and organizational governance (*soft skills*). Both administrators and members lack adequate comprehension of fundamental entrepreneurship, simple business planning, and financial management. This deficiency is evidenced by the absence of structured daily financial recording practices, which hinders the organization's ability to monitor cash flow and plan for long-term business expansion. Therefore, intensive mentoring encompassing management and bookkeeping training constitutes a necessary solution to ensure the future sustainability of the partners' economic independence (Hartono et al., 2024).

Training in financial recording is of paramount importance for empowering this group, particularly addressing the difficulties faced by women involved in the PKK regarding financial management. Training in financial administration and the preparation of simple financial statements represents a strategic measure to enhance business management capacity (Budiarti & Ekowati, 2022) (Rakhmawati et al., 2023) (Turi et al., 2023) (Fadilah, M.F., 2025). With a robust understanding of financial recording, business actors are enabled to effectively monitor their revenue and expenditures (Masnila et al., 2022) (Fiani & Opti, 2022).

## IMPLEMENTATION METHOD

The program implementation method employed for the TP PKK of Janggala Village was designed in a structured and participatory manner to guarantee the effectiveness of knowledge transfer and the sustainability of the partners' economic independence. The primary approach utilized in this mentoring program encompasses the "learning by doing" method, wherein partners engage in direct practical application following theoretical instruction, alongside intensive mentoring that actively involves both lecturers and students. The activity plan commenced with a socialization phase to disseminate information regarding tools, materials, and practical methods for manufacturing ready-to-use batik-based products. This was subsequently followed by field observation to map the specific needs of the group members.

During the technical implementation phase, the focus was directed toward enhancing *hard skills* through training in the creation of finished goods (derivative products) utilizing batik materials. In addition to production training, the implementation method incorporated the application of appropriate technology to support operational efficiency, as well as intensive mentoring in business management aspects or *soft skills*. This management training encompassed comprehensive instruction on the fundamentals of entrepreneurship, business administration, simplified business planning, and financial recording practices.

## RESULTS AND DISCUSSION

The implemented empowerment program has yielded positive impacts on the partners, encompassing both business management and socio-communal aspects. The following details outline the specific achievements attained from each implemented activity:

### 1. Enhancement of Business Management Capacity

The strengthening of managerial aspects was conducted through entrepreneurship training and financial recording workshops aimed at improving the partners' business governance.

#### a. Entrepreneurship Training

Based on the conducted evaluation, a significant improvement was observed in the TP PKK members' comprehension regarding business governance. Prior to the training, the participants' average knowledge concerning entrepreneurship (encompassing market segmentation, product value, and marketing) stood at 56.2%. Following the training, this figure rose to 88.4%, representing an increase of 32.2%. Specifically, improvements in understanding were demonstrated across the following indicators:

- **Product Value:** Increased from 56% to 92% (an increase of 36%).
- **Market Segmentation:** Increased from 55% to 88% (an increase of 33%).
- **Customer Acquisition Methods:** Increased from 58% to 90% (an increase of 32%).



**Figure 1. Entrepreneurship Training**

### **b. Financial Recording Training**

The partners' capacity for business analysis was strengthened through financial recording training. The results of pre-tests and post-tests demonstrated an increase in average knowledge from 55.8% to 87.8% (an increase of 32%).

Participants currently exhibit improved comprehension in the following areas:

- **Small Business Financial Recording:** Significantly increased by 37% (from 55% to 92%)
- **Preparation of Profit and Loss Statements:** Increased by 34% (from 56% to 90%)
- **Segregation of Personal and Business Funds:** Increased by 30% (from 57% to 87%)



**Figure 2. Basic Financial Recording**

## **2. Enhancement of Socio-Communal Aspects and Production Skills**

This aspect focuses on the provision of facilities and infrastructure, as well as the enhancement of technical skills (*hard skills*), aimed at generating social innovation products.

### **a. Provision of Facilities and Infrastructure**

The program successfully facilitated access to production equipment that was previously unavailable. The equipment assistance provided includes:

- **Sewing Machines:** Availability increased from 0 to 5 units.
- **Overlock Machines:** Availability increased from 0 to 1 unit.
- **Cashier Sets:** Availability increased from 0 to 1 unit.

The provision of this equipment, including Typical Industrial Heavy Duty Sewing Machines and 4-Thread Overlock Machines, constitutes a primary asset for the sustainability of

production.

### **b. Enhancement of Sewing Skills**

The sewing training program utilizing the provided facilities demonstrated an improvement in the participants' technical skills, with an average knowledge increase of 27% (rising from an initial score of 56.6% to 83.6%). The indicators of improved skills encompass an understanding of sewing equipment usage, pattern techniques, and finishing. For instance:

- **Knowledge regarding securing patterns to prevent shifting:** Increased by 30%.
- **Techniques for edge stitching to prevent fabric fraying:** Increased by 30%.



**Figure 3. Sewing Training**

### **c. Social Innovation Products (Ready-to-Use Products)**

The tangible impact of skills enhancement and facility provision is evident in the partners' production capabilities. Prior to the *Kosabangsa* program, no members possessed the capability to manufacture ready-to-use products from batik materials. Following the program:

- **Human Resources Competency:** A total of 35 PKK members are now capable of manufacturing ready-to-use products from batik materials.
- **Production Capacity:** Increased from 0 products to 3 products.

The diversified products successfully created include Outerwear, Tote Bags, Pouches, Hand Bags, Waist Bags, and Sling Bags.



**Figure 4. Social Innovation Product**

## CONCLUSION

The community empowerment program implemented in Janggala Village, Sukaraja District, Tasikmalaya Regency, has successfully attained its primary objectives in enhancing the economic independence of the TP PKK partners, encompassing both business management aspects and technical proficiencies.

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