

PRACTICALITY DEVELOPMENT PROGRAM FOR MAHENDI ART TRAINING FOR EMPOWERING WOMEN

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ABSTRACT

The research objectives are: (1) developing a mahendi art training program for women's empowerment, (2) producing a mahendi art training program for practical women's empowerment. This study uses the ADDIE development model which consists of analysis, design, development, implementation and evaluation stages. The conclusions are: (1) Mahendi art training program has been successfully developed, (2) Mahendi art training program has been practically used for women's empowerment in the city of Medan.

Keywords: Development, Mahendi, Practicality



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INTRODUCTION

Adolescence is a transitional period from childhood to adulthood with an age range between 16-25 years, during which the maturation process occurs both physical and psychological maturation (Rumini, 2012). Furthermore adolescence can also be interpreted as a period of developmental transition between childhood and adulthood which includes biological, cognitive, and social-emotional changes (Santrock, 2003).

Adolescence is in productive age range. Productive age itself is defined as a time when

someone is still able to work optimally and can still continue to develop businesses to meet the needs of personal life and many people (Randini, 2011). Productive age can also be interpreted as people who are in the age range of 16-65 years and above (Sartiman, 2013).

At present many young women who are in productive age, namely the age range of 16-25 years are unemployed. This is caused by various factors, both internal factors originating from adolescents themselves and external factors originating from outside the adolescents themselves. Internal factors such as lack of skills, lack of initiative to work and various other causes. While external factors such as: inadequate family economic conditions, so that the teenage girls drop out of school, and other causes.

Based on observations and direct observations made by researchers of women of childbearing age in one of the areas of the city of Medan, namely PercutSei Tuan sub-district, researchers found that from the population of February-August 2019 there were 6382 people from 1522 families (heads of households) with the number of those working 3425 people, 2957 unemployed people, and unemployment is mostly occupied by the level of women which is increasing every year. This is worsened by the lack of women's empowerment programs carried out in remote areas of Medan. So that the number of unemployed women is increasing.

In addition, the majority of unemployed women do not have the knowledge or skills they can use to make money. So they cannot get out of the unemployment zone. The next problem that researchers encountered in the field was the absence of mahendi training programs carried out in the city of Medan or in areas of the city of Medan, while the demand for mahendi artists was quite a lot in the city of Medan. Therefore a mahendi training program is needed that is beneficial for women in the city of Medan and can be used to find additional income.

Through various problems that have been raised, the researcher offers the development of a mahendi training program with the ADDIE development model as an alternative solution in empowering women and in order to reduce the number of women unemployed in the city of Medan. With the existence of an entrepreneurial training and development program, it can increase a person's competence in his work and will get the opportunity to follow the stages of a career path and will achieve a good career path.

The training activities are carried out through teaching, education and training activities that cover material science, skills and expertise. Entrepreneurship development gives an opportunity for someone to socialize their duties and work environment, thus training and entrepreneurship development programs provide a great opportunity especially for the empowerment of women who want to advance in their fields in order to achieve success in the world of work later.

Women's empowerment is defined as a series of efforts for women's ability to gain access to welfare, opportunities to participate as actors in management of development, decide and control resources, economic, political, social and cultural so that women can regulate themselves and increase their confidence to be able to play a role and actively participating in development (Ministry of Women's Empowerment, National Population and Family Planning Agency, and United Nations Population Fund, 2014).

Women's empowerment can also be done through the process of developing a mental attitude towards entrepreneurship for unemployed women, it is necessary to develop an inclusive model of non-formal education with regional potentials and appropriate strategies. In addition, an evaluation model for the entrepreneurship training program is also needed to measure the effectiveness and performance of the implementation of the entrepreneurship training program. Furthermore, based on a map of the conditions of unemployed women, a non-formal mahendi art-based training model was implemented.

This model is expected to be a form of community based education (fostering active community participation in education and training) that is able to form new entrepreneurs to reduce poverty in the Medan area in particular. (Rihandi, 2017).

In this case the training program that the researcher wants to make is about mahendi. Researchers see the development of mahendi today is very trend among adolescents and adults. Even in salons, spas and malls have provided mahendiequipment so it is very easy to get. Moreover, the bride and groom of today's age cannot be separated with the name of Mahendi, in every wedding event even certain events of women are very fond of mahendi to look fashionable. This is in accordance with research conducted by Alwin (2015) layla al-henna or mahendi in Indonesia is a unique tradition, a tradition from the Arab State that is celebrated in Indonesia, this tradition is part of the marriage sequence. This process continues to be maintained because it has been attached to the Arab identity that migrated to Indonesia and now has become a tradition in Indonesia.

The reason researchers chose to develop mahendi art training programs is based on trends in the world of beauty today, brides today cannot be separated from the names of mahendi, because in customs in certain areas mahendi has become a habit and even has become a ritual before becoming a bride, As an example in the West Sumatra region Mahendi ritual known as the night Bainai, researchers also want to develop and awaken the soul of art among young women to further explore and get to know about Mahendi because the services of Mahendi at this time are still less in demand. Therefore, researchers want to develop more knowledge about mahendi among young women.

METHOD

This study uses the ADDIE development model. The reason for choosing the ADDIE model in this research development is because it is the most suitable model for the training

program developed. This was concluded through direct observation of the research object.

The research design carried out is giving treatment to women in the city of Medan in the form of a mahendi art training program. Data collection was carried out with the help of

instruments in the form of test questions and rubric skills that were used to assess the basic abilities of mahendi art possessed by training program participants. The values taken here are cognitive and psychomotor values. The source of the data in this study comes from primary data obtained directly from the female community in the city of Medan taken through test questions and skills rubric distributed.

The subject of his research was the female community in the city of Medan with unemployment status. The number of samples for this study were 10 female communities in the city of Medan. The sampling technique used was purposive sampling, which is sampling in accordance with the needs of researchers. Data analysis on the effectiveness of mahendi art training programs was carried out by paired data t test. So it is necessary to carry out tests of normality and homogeneity first.

RESULTS AND DISCUSSION

The development of mahendi art training programs for women's empowerment is a series of processes or activities carried out to produce mahendi art training programs based on development theory. The aim of developing this mahendi art training program is to produce a valid, practical and effective mahendi art training program. The developed Mahendi Art training program is based on the ADDIE development model, which consists of the analysis, design, implementation development, and evaluation stages.

The analysis phase is carried out to see an overview of how conditions in the field relate to the need for a mahendi art training program. At this stage there are several things that are done, namely the initial analysis and analysis of literature. Initial analysis was carried

out to find out the basic problems in developing the Mahendi Art training program. The analysis carried out is about the facts found in the field and alternative solutions so that it is easy to determine the initial steps in developing a mahendi training program. Furthermore, literature studies are carried out by gathering theories with the development of mahendi training programs. This stage is carried out to get an overview of the Mahendi training program that will be developed. Based on literature studies, it will be known the characteristics of the Mahendi training program that will be developed.

The second stage is design. At this stage the preparation of test standards and the initial design of the product are carried out. At the stage of drafting the test standards carried out the preparation of tests based on the competency to be achieved. This test serves as an evaluation tool for the ability of trainees after the implementation of the mahendi art training program for women's empowerment. The test in question is in the form of pretest and posttest. The test focuses on evaluating the henna painting skills possessed by trainees. Before the training is held, a pretest is conducted to see the trainees' initial abilities. Furthermore, at the final stage of the training, a final evaluation in the form of a posttest is carried out, to see the improvement in the abilities of the mahendi art trainees. Then in the initial design the training program was implemented to empower women.

In the third stage, namely development, a product practicality test is carried out to the trainees. At this stage a field test was carried out to see the practicality of the mahendi art training program for women's empowerment. The mahendi art training program for women's empowerment is said to have high practicality if it is practical, and easy to use. Practicality test data were obtained from filling out the questionnaire practicality of the guidebook by respondents. Respondents who rated the practicality of the guidebook used in the mahendi art training program for women's empowerment were participants who attended the training. At this stage a trial was conducted to find out the practicality of the

Mahe ndi art training program for women's empowerment. Practicality is obtained from the results of observational analysis of the implementation of the training program by utilizing five handbooks. Then to find out the practicality is known by distributing questionnaires to trainees. The practicality of the mahendi art training program for women's empowerment also requires input in the form of responses from trainees. This data was obtained after participants used the guidebook in the training program, then participants filled in the questionnaire provided. The results of the analysis obtained an average practicality test results mahendi art training program according to trainees that is 83.36% with practical interpretation. So it can be concluded that the mahendi art training program is included in the "Practical" category.

The results of this study are relevant to the research of Lies Indriyanti et al (2015), in a journal entitled "Development of Entrepreneurship Training Model for Unemployed Women in Demak District." The method used in this research is research and development following the ten stages of R&D developed by Borg & Gall with the Problem Based Learning approach. The results of this study indicate that almost all respondents have participated in skills or entrepreneurship training programs that originate from the government budget, but have not been able to create new entrepreneurs. This is caused by the implementation of programs that do not include the content of supporting entrepreneurship competencies in the curriculum of the programs they carry out.

Furthermore, this research is also relevant to the research conducted by LilisKarwati (2017), in a journal entitled "Empowering Women Through Local Potential Based Entrepreneurship Training." The method used in this study uses descriptive methods. This is based on the consideration that the problem under study is a problem that exists in the present (actual) or is a symptom that appears today, so that the solution can also be done based on data obtained, analyzed and then developed ways of solving it. Descriptive

explorative research aims to describe the state or status of phenomena.

This research and relevant research together prove that training programs can improve the skills of trainees. The difference between this research and relevant research lies in the object of research and the type of training program developed. But overall this research and relevant research together prove the success of the development of training programs developed.

CONCLUSION

Based on the research findings of the development of a mahendi art training program for women's empowerment that has been carried out, the following conclusions are obtained: (1) Themahendi training program for empowering adolescent women at the age range of 16-25 years with unemployment status has been successfully developed using the ADDIE development model. (2) Mahendi training program for the empowerment of adolescent women at the age range of 16-25 years with the status of unemployment developed is already practical.

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