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Small and medium enterprises (SMEs) have been growing rapidly, so that its requires a good of management for considering the crucial role of SMEs for Indonesian economy. The research aims to notify the university, government and private sector by using triple helix method. Personal management program aim to improve the capability small business to be more responsible and independent through financial support, training for human resources so that they can be more professional and skillfully. These a will support marketing and business sustainability in the future. The method mostly used in this research is triple helix. Triple helix is one solution of the constraints faced by businessman and create mutual collaboration amount university, government and private sector or industry. The research has five indicators, these are business management, rules and policy, information technology and communication, human resources development and wider networking. The result of research is significant indicators that influence of personal management of SMEs are business management has significant influence with human resources management with 5,439 critical ratio value and 0,000 proportion value, and business management has significant influence on rule and policies with 5,078 critical ratio value and 0,000 proportion value.

Keywords: Small Medium Enterprises, Personal Management, Triple Helix

THE EMPOWERMENT MODELS DEVELOPMENT OF UNEMPLOYED WOMEN THROUGH THE EMPOWERMENT AND FAMILY PROSPERITY MOVEMENT

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ABSTRACT

The empowerment and Family prosperity and hereinafter referred to as PKK is a movement that grow from below by women as a mover and dinamisator to build, nurture, and form a family in order to realize the welfare of the family as a unit of the smallest group in people. Importance of the role of women and the PKK in improving the welfare of the family, the purpose of this research is to develop model of empowerment of women is not working to develop the entrepreneurial potential of women to the PKK as a container. The objective of this study is the PKK in the Perumahan Pondok Permata Suci Gresik. The empowerment of women is motivated by the potential for entrepreneurship are owned by women and the high cost of living in the town of Gresik, which requires mothers to help

her husband in the family economy. The lack of women's empowerment program does not work cause of this potential is less developed, so that the results of these efforts insufficient. Women's empowerment model framework does not work prepared using a qualitative approach using conclusive Research to obtain important and accurate information to evaluate the problem solving that is being studied by dept interviews and analyzed using content analiys method that is composed of a skeleton model of empowerment of women not working in the perumahan Pondok Permata Suci Gresik. The conclusion of this research is in Pondok Permata Suci RT04 / RW 12 has a very large potential for empowerment but not yet empowered with the optimal require special empowerment model

Keywords: The empowerment and Family prosperity, empowerment of women, family welfare

OPTIMIZATION EMPOWERMENT OF COMMUNITY AREA WISATA ANYAR MANGROVE SURABAYA

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ABSTRACT

The rapid development in Surabaya making the residents feel as if the city is not convinced that there is still a metropolitan nature, in the form of the use or conservation of mangrove forests. However, all was finally answered from Surabaya City Government opened Ecotourism Mangrove Gunung Anyar Surabaya in the East Coast region (Pamurbaya) located in RW VII Districts Gunung Anyar. Pamurbaya area itself is located on the edge of the Madura Strait is narrow breadth relative. It's just very unfortunate, the crowds of visitors who come less offset by empowering communities that exist around the Ecotourism Mangrove Gunung Anyar. Therefore, research is important so that existing community empowerment around Mangrove Gunung Anyar Travel can be optimized. This study used qualitative methods. This method is used in order to study the problems can be more in-depth and comprehensive. According to the qualitative methods now in analyzing the data will be used skeleton model of economic development is a community-based economic development strategy which states

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INTRODUCTION

The success of a nation is determined by women. Women have a big hand in shaping a dignified family. More than that, women also have a big share in poverty alleviation through community empowerment and groups. One of the evidence, that women are able to improve the welfare of their family to do economically productive activities of households. One container of women's

organizations in the community of Villages is Family Prosperity Empowerment Movement. Movement Empowerment and Family Prosperity, hereinafter called PKK's movement is a national movement in the development community that grew from under the management from, by and or the community, towards the realization of the family of faith and devoted to God Almighty, noble and virtuous, healthy and prosperous , advanced and independent, gender equality and

equity as well as legal and environmental consciousness. (Home Affairs Minister Regulation no. 1 2013)

The importance of the role of women in the family and nation it is also important to their special attention for the empowerment of women in order to be able to contribute the maximum for family and nation. Priyono (1996: 199) mention that a woman is important for improved ability and interpret empowerment rather than in the context of dominating others with the meaning of what is obtained women will merupaka loss for a man but made empowerment in terms of skill or ability of women to increase the independence (self reliance) and strength in the sense of himself (internal strength). So here also pressed that the empowerment of women without having to remove nature women them selves. Family welfare can be achieved when women Indonesia obtain decent and productive work. Law No. 13 of 2003 states that the government together with the community responsible and seek expansion of employment opportunities within and outside the employment relationship. An expanded program of work that include Desa Prima (Female Indonesia Maju Mandiri, from the Ministry of Women's Empowerment), UP2KS (Business Income Family Welfare, of the Agency for National Family Planning Coordination), UP2K (Business Improvement Household Income, of the Movement for Empowerment and Welfare Family). Family welfare could be achieved if women are

empowered in an effort to get welfare itself. According Mijan (2007: 4) that the empowerment of women in rural areas very effectively carried out by institutions Governmental, community and institutional religious have a basis of work to the rural level as Dasa Wisma Movement Family Welfare Empowerment (PKK), the group IHC, group family Planning, prayer groups and women's groups Christian / Catholic and other religions that exist in the countryside (Midjan, 2007). The phenomenon is happening in today's society is that while many women working in the formal sector with the increasing education of women, but it can not be denied that there are some women who decided not to work the formal sector and become a housewife. But despite being a housewife, usually women do not want to stay silent in terms of economic affairs of the family given the increasingly difficult and high cost of living. The women spend all their ability to add to the family finances. But this desire is plagued with the problem of capital and lack of training in entrepreneurship. This condition is also experienced by the mothers who are the object of research is in Pondok Permata Suci Gresik. This study therefore sought to explore how women empowerment model does not work in accordance with conditions of the PKK in the housing Pondok Permata suci in order to help improve the welfare of the family economy by optimizing the role and function of the PKK movement. Framework model of empowerment of women do not work are

prepared using a qualitative approach using conclusive Research to provide critical information and accurate way to evaluate problem-solving that is being studied through dept interviews were analyzed using content analiys thus composed of a framework model of empowerment of women not working in Perumahan Pondok Permata Suci Gresik

LETERATURE REVIEW

The Empowerment Family Prosperity Movement (in Bahasa is called “PKK”)

According to the Regulation of Home Affairs Minister of Indonesia Republic No. 1 of 2013 About Empowering the community through Empowerment and Family Prosperity Movement . Empowerment and Family Prosperity Movement, hereinafter abbreviated PKK movement is a national movement in the development community that grew from under the management of, by and for the community, towards the realization of the family of faith and devoted to God Almighty, noble and virtuous, healthy and prosperous, advanced and independent, gender equality and equity as well as legal and environmental awareness.

Family welfare be the main objective of the PKK. This is because the family is the smallest unit of society that will greatly affect the performance of the construction. Of a prosperous family, then

governance of national and state will be able to give birth of peace, security, harmony, and peace. Thus, the welfare of the family became one of the benchmarks and barometers in the mandate pembangunan.Sesuai Regulation No. 5 of 2007, the PKK movement has a role to assist the government of Villages in improving the well-being physically and mentally towards the realization of a cultured family, happy, prosperous, advanced, independent, and harmony as well as having a role in growing and developing the potential and role of women in family in come. PKK is a partner with government and community organizations, which serves as a facilitator, planners, implementers, controllers and drivers at each level of government for the implementation of the program PKK. PKK Program Support Agency. PKK groups are the groups that are under PKK village / sub that can be formed by territorial or activity. Dasa Wisma group is a group consisting of 10-20 head of the family, which is chaired by a chairman who is elected, as a potential group PKK leader in the implementation of the program. Implementation of community empowerment through movement PKK as referred to in Article 3 was performed with 10 (ten) Principal Program PKK movement. 10 PKK Principal Program is essentially a people's basic needs, namely: (1). The Pancasila, (2). Mutual-Help, (3). Food, (4). Clothing, (5). Housing and Household Procedure, (6). Education and Skills, (7). Health, (8). Life development cooperatives,

(9). Environmental Sustainability, (10). planning
Healthy

Women empowerment

Empowerment has a different meaning in the context of the political and socio-cultural. Empowerment can be translated as the inner strength, control, power, confidence, choice, dignity of life associated with the values, the ability to fight for the rights, independence, decision making is independent, free, awake and capabilities (Narayan, 2002: 10) , understanding is attached to the local values and belief systems. Empowerment in a broader sense by Narayan (2002) is defined as follows: "Empowerment is the expansion of assets and capabilities of poor people to Participate innegotiatewith, influence, control, and hold accountable intitutin that Affect Reviews their lives". Can be interpreted as an attempt to increase the authority and control of a person who has limited resources. Where these limitations due to lack of assets or because of the inability to negotiate to improve the ability of existing formal and informal institutions. Related to the empowerment of women some experts expressed a sense of empowerment of women as follows: Linda Mayoux, 2001b: 18 Empowerment is about change, choice and power. It is a process of change by the which individuals or groups with little or no power gain the power and ability to make-choice that Affect Reviews their lives. The structures of power who has it, what itssource are, and how it is exercised Directly Affect the choice that women are-able to the make in their lives. In operasioal empowerment of women in Indonesia are under implementation coordinator of the Ministry of Women's Empowerment. Outlines of State Policy (Guidelines) of 1999 mandated that

the policy of women empowerment implemented through: (1) Increasing the status and role of women in the life of the nation through national policies carried out by institutions that are able to fight for the realization of gender equality and equity, (2) Increasing the quality of women's role and independence of the organization while maintaining the unity and integrity and historical value of women and the welfare of the family and society. (3) Development of women's empowerment is an integral part of the overall empowerment to build the order of a society, nation and state as well as realizing progress in all fields.

Family welfare

Midgley (in Adi, 2005: 16) interpret social welfare as "a state or condition of human well-being that exist when social problems are managed when human needs are met, and when social opportunities are maximized" Understanding social welfare as an activity according to Friedlander (1980) in Adi (2003: 45) states ".... The organized system of social services and institutions. Designed to aid individuals and groups to ATTAIN satisfying standard of life and Helth "Based on the definition above, social welfare can be defined as a condition in which individuals or groups can meet their needs and maximize social opportunities where such conditions can be designed either by individuals or institutions that will can improve the standard of people's lives. While understanding the specifics about the welfare of the family is: based on Act No. 10 of 1992 states that a prosperous family is the family founded on marriage are legitimate, capable of meeting the spiritual and material needs of decent, fear of God Almighty, has a relationship harmonious, balanced between members and

between families with the community and the environment. Meanwhile, according to the Act latest No. 52 of 2009 explains that the so-called resistance or welfare of the family is a family condition which has ductility and toughness and contains the physical ability materially to live independently and develop themselves and their families to live in harmony in improving the welfare of happiness and spiritual birth .

RESEARCH METHODOLOGY

This research is qualitative and flow theory used in this study is a phenomenological, where researchers try to explain or reveal the meaning of a concept or phenomenon of experience based on the awareness that occurs in some individuals. In this study, researchers collect, summarize and interpret the data obtained, which then reprocessed in order to obtain a clear picture, directed and thorough of the problem which is the object of research. Giving a deeper meaning of the data obtained is indispensable in this study. The data collection is done by observation, interview, literature study, and documentation. This research was conducted in RW XII Pondok Permata Suci Gresik, where RW XII has four, namely RT RT 01, RT 02, RT 03 and RT 04. Subject as key informants in this study is the head of the PKK both RT and RW as well as several members of the PKK. This study sought to try to obtain important and accurate information to resolve the problem that is being studied. So descriptive format with conclusive research studies and approaches using phenomenology is very suitable for use in a data analyst. Data analysis technique is considered appropriate because the steps to be taken to look at the role and functions of the PKK should see actors and activities undertaken. According to research topics aimed to assess the

role and potential of Empowerment and Family Prosperity (PKK) in empowering unemployment women , requiring review and study more deeply about information on various activities related to the PKK. This information can be obtained by performing dept interview and Focus group discussion with the respondents The results of in-depth interviews will be in the form of explanations that are descriptive of a phenomenon that occurs. Once the data is obtained from the dept interview and Focus discussion group then performed the data analysis technique using an interactive model (interactive model analysis), which consists of three components: data reduction, data presentation, and conclusion (Miles and Huberman, 1985). Data reduction is a process of selection, focusing, simplification and abstraction of the raw data contained in court records. Data from the field in the form of interviews or summaries Focus Discussion Group as well as secondary data in the form of reports transcribed then reduced and have the stand out. Presentation of data is an important information organized in such a way that allows the conclusion that research can be done. Presentation of data can be matrix, drawings or schematics, networking, linkages of activities and tables. Conclusion is an organization of the data that has been collected so that it can be made a conclusion. To ensure the validity of data used triangulation of data sources. Definition of triangulation is a technique that utilizes data validity checking something else in comparing the results of interviews of the research object (Moloeng, 2004: 330) .Triangulasi can be done using different techniques (Nasution, 2003: 115) were interviews, observation and documents. Triangulation is only used to check the correctness of data is also made to enrich the data. According to Nasution, other than that triangulation can also be useful for researchers investigating the validity

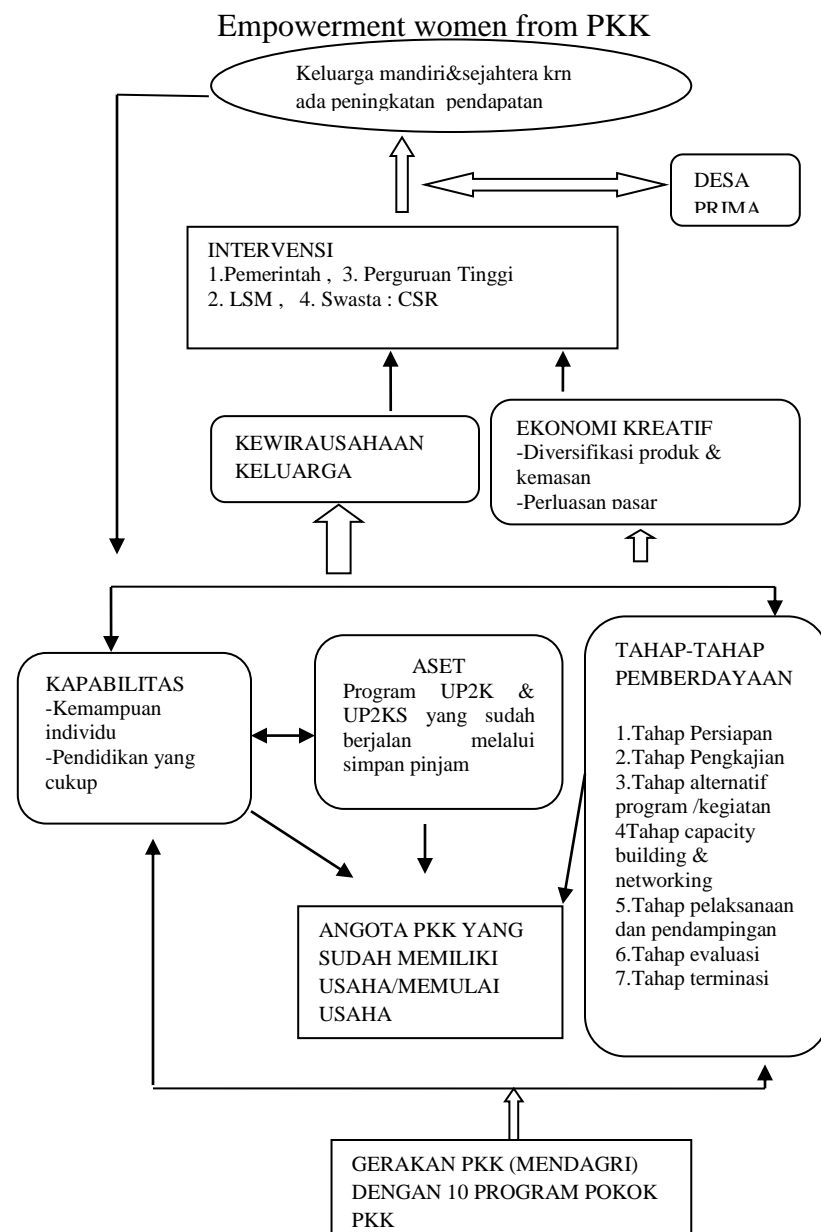
of the interpretation of the data, because it is reflective triangulation.

DISCUSSION

Based on the results of the analysis showed that the movement of the PKK is an appropriate container to empower women because it has a strong legal foundation and have clear goals and objectives. In addition, in the above analysis it can also be seen that the study subjects require their empowerment to improve the welfare and the research subject also has the capability to be empowered. This empowerment efforts will be successful if attention to the stages of empowerment described by Togar Lubis. Stages mentioned are: (1) Preparation, (2) Phase Assessment (Assessment), (3) The planning stage of the alternative program or activity and stage pemformulasian Action Plan, (4) the stage of capacity building and networking, (5) the stage of implementation and Assistance, (6) the evaluation phase, (7) the termination phase. All the above stages must be passed as a whole. As research subjects in RT 04, which had been trained to process the fish as a source of family income but can not run well. The failure of empowerment because of the preparation stage of research subject sare not ready yet. Seeing the condition of the above need to be made to empower unemployment women models like in the picture .1.1. From the figure can be explained that by making the movement of the PKK as a forum for the empowerment of PKK members who already have a business or start a business. This women's empowerment by taking into account the assets and capabilities of both individuals or PKK itself. To save costs, time and effort, the program does not start with a new program but running a program that already exists but perfected. As UP2K products and UP2KS diverted role to form cooperatives in which funds and power from the government,private and public .Economic

empowerment is now often done through CSR (Corporate Social Responsibility). This program is to be implemented by any company, especially companies in large scale. CSR for companies is the social capital. CSR relates to measures of entrepreneurship and the creative economy, because the majority of these programs relate to the empowerment of the local economy. Since the purpose of their design models pemberdayaan movement is to empower women PKK members / cadres of the PKK in order to improve the welfare of the family.

Gambar : 1.1 Desain Model



CONCLUSION

Women have an important role in the family, community and country. Women's empowerment and correctly means to build families, communities and countries . Women's Empowerment movement is the most appropriate forum to empower women do not work to improve prosperity being of the family. Ten PKK program is the implementation of various government welfare improvement programs. In other words, the PKK is an extension of the government of a government program instituted by the major driving force is female. 10 PKK and PKK program can not have a direct role for women in helping the family economy. The women are still working on their own in the search for extra income. PKK should be a forum for women to engage in activities that can contribute to household income. Empowerment model created in the research would be difficult to apply when empowerment programs tailored to government regulation where most priority to the success of health and education programs.

SUGGESTION

This group of women PKK members who already have a business and have the prospect should get more attention and coaching is more focused and get help network expansion effort. The empowerment of women is not only aimed at poor women whose education and low skills, but also for women who have the potential (higher education and skills), because maybe this group is

lacking in information access capital, training, marketing and others who support women's empowerment .be expected this group can serve as an example for the members of the PKK as a whole and women in general to help the family economy.

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