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Women's Empowerment Strategy Through Utilization of Yards as a Food Source

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Abstract

This study aims to identify and analyze the internal factors which are the strengths and weaknesses as well as the external factors which are the main opportunities and threats and analyze and determine the appropriate strategies to be applied to empower women in supporting the food security of the communities. households. This research was designed using a survey method to collect data from the research objects, namely women members of the Women Farmers Group (KWT). The data obtained was then analyzed using a SWOT analysis to determine the empowerment model that would be applied in the form of activities aimed at using the yard to support household food security. The results of the identification of internal (strengths and weaknesses) and external (opportunities and threats) factors for the main factor of strength is the existence of good irrigation facilities and the main factor of weakness is the resulting product is not not sustainable. The most favorable opportunity factor is the market demand which continues to increase and the most influential threat factor is the limited availability of organic fertilizers and the ever fluctuating prices. The strategy of empowering women through the use of workcamps to support household food security which is the result of determining the right strategy is carried out from the results of the SWOT analysis based on the SWOT matrix increase and s Strive to use existing strengths, especially the power to have good irrigation facilities so that production can continue. The results of recommendations based on the SWOT matrix optimize the workforce and improve the quality of KWT members by following technological developments and government policies to produce maximum and quality output.

Keywords: Empowerment of women, use of work sites, food

A. Introduction

The food crisis that has hit the world due to natural disasters and wars has hampered the production and distribution of food for humans. Indonesia is a country that cannot be separated from the impact of the global food crisis, people's purchasing power for food caused by soaring staple food prices that has declined, leading to delays in food availability and

accessibility. The basic food which often undergoes fluctuations in quantity, quality and price is plant or horticultural food. This results in low vegetable consumption. This situation is almost equally distributed throughout Indonesia, including the province of South Sulawesi. The average vegetable consumption by people in South Sulawesi is 35.43 kg/capita per year, which is still far from the healthy expectations of 75 kg/capita per year (Asaad et al. in Taufik, 2012).

The low value of vegetable consumption is due to the low accessibility and purchasing power of plant products and low awareness of the importance of vegetable consumption. The development of market gardening agro-industry can be considered from two angles, namely sustainable in terms of activity and use of natural resources and the environment (Wirjosentono, 2003). The yard of the house is one of the natural resources that has the potential to grow vegetables and other types of food. The government, through the Sustainable Food Home Area or KRPL program, which started in 2010 and in 2021 so far, changed its name to Sustainable Food Courts or P2I. This program aims to increase the availability, accessibility and use of food for households based on diversified, nutritionally balanced and safe food needs; the second is to increase household incomes through market-oriented food provision.

The sustainable vegetable garden program is implemented by involving women through the women farmers' group, the taqlim assembly and other women's empowerment groups. Involving women in the use of the yard to produce food is considered appropriate because in general the yards are simply left alone or only planted with aesthetically pleasing ornamental plants. By planting food sources in the yard of the house, it is hoped that basic needs, especially food and clothing, can be met. Therefore, a strategy is needed to empower women through the use of workcamps by analyzing internal and external factors that can produce strategies that can be applied in the development of businesses using workcamps to support household food security and national.

The purpose of this research is to identify and analyze the internal factors which are the strengths and weaknesses as well as the external factors which are the main opportunities and threats in empowering women through the use of pekarangan. As well as to analyze and determine the appropriate strategy to apply to empower women through the use of the courtyard as a source of food.

B. Methodology

Based on the issues that arise, this research was conducted in the city of Parepare, in the province of South Sulawesi. Data collection in this study, particularly by interview method, is a conversation between two or more people and takes place between the resource person and the interviewer. The observation method consists of systematically observing and recording the problems of this research. And literature study method, also known as documentation, is a previously available data collection technique that can be obtained from books, literature, articles, notes and reports related to the research problem to be solved.

This research was designed using a survey method to collect data from the research objects, namely women members of the women farmers' group (KWT). The data obtained was then analyzed using a SWOT analysis to determine the empowerment model that would be applied in the form of activities aimed at using the yard to support household food security.

C. Findings and Discussion

1. Internal factors which are strengths and weaknesses as well as external factors which are major opportunities and threats in empowering women through the use of the court

Based on the results of the calculation of the Internal Strategic Factor Analysis (IFAS) Summary, it shows that the total weighted score is 2.42, indicating that the ability to overcome weaknesses using their strengths is moderate. According to David in Wijayanti

(2009), who indicates that if the total IFAS score (3.0–4.0) means that the internal conditions of the company are high/strong, (2.0–2.99) means that the internal conditions of the company are average/moderate and (1.0 –1.99) means that the internal condition of the company is weak/weak.

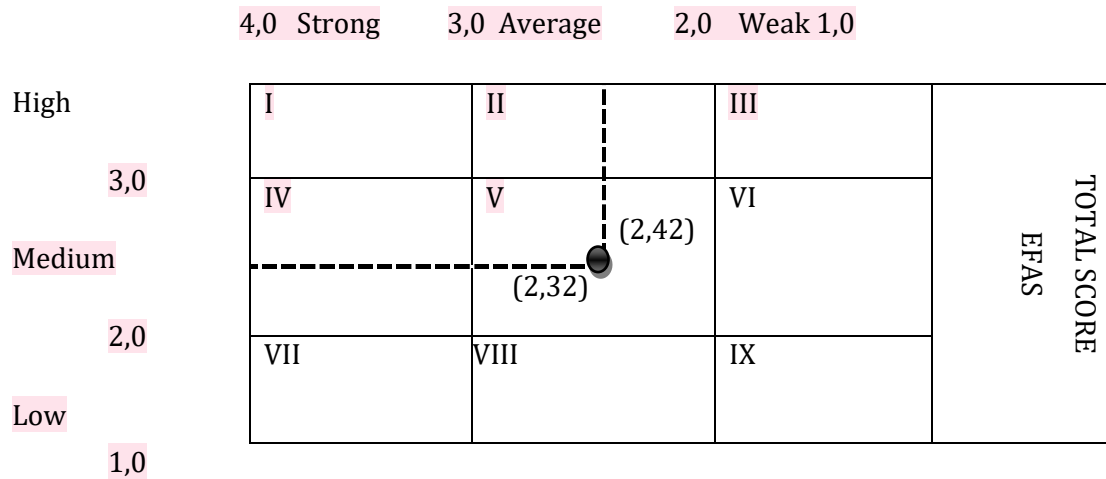
The strongest and most influential force in empowering women through using the yard as a source of food is the existence of good irrigation facilities with a score of 0.48. The other main assets are the availability of labor and the use of seeds from the Government with a score of 0.44. The main weakness in the development of the spinach crop is indicated by a score of 0.11, ie the product is not sustainable. Types of crops grown are limited and land availability is limited, with a score of 0.12.

Based on the results of the External Strategic Factors Analysis (EFAS) summary calculation, a total score of 2.32 indicates that the ability to respond/take advantage of opportunities and overcome threats in the empowerment effort of women using home gardens as a source of food is classified as moderate. The weighted total score ranges from 1 to 4 with an average of 2.5. The EFAS total score is grouped into strong (3.0 to 4.0), which means that the company reacts strongly to opportunities and threats that affect the business, on average (2.0 to 2.99) means that the company reacts moderately to existing opportunities and threats and low, (1.0 to 1.99) means that the company cannot respond to existing opportunities and threats (David in Wijayanti 2009).

Based on the analysis of the EFAS table, the main opportunities for empowering women through the use of workcamps to support household food security are market demand which continues to increase with a score of 0.52 and government policies with a score of 0.3. Threats addressed with an average score of 0.11 are the limited availability (lack) of organic fertilizers and fluctuating prices.

Based on the results of the analysis of the Summary of Analysis of Internal Strategic Factors and Summary of Analysis of External Strategic Factors tables, namely the IFAS table, an average score of 2.42 which illustrates that empowerment of women through the use of yards as a source of food is in a moderate situation. internal condition, while in the EFAS table, an average score of 2.32 illustrates that female empowerment through using the yard as a food source to take advantage of opportunities and overcome threats is still relatively moderate.

The total weighted value in the IFAS and EFAS tables is then compiled into the internal external (IE) matrix so that the position of women's empowerment through the use of pekarangan to support current household food security can be identified, then an alternative strategy is formulated that is in line with the empowerment position of women through the use of pekarangan as a food source in the EI matrix. The following is a complete picture of the IE matrix to uncover the position of female empowerment through using the yard as a source of food.



Picture 1. Matriks Internal-Eksternal (IE) Analysis

2. Appropriate strategies are applied to empower women to use the yard as a source of food
- Alternative strategies for empowering women through the use of yards as a source of food are presented in the SWOT matrix as follows:

Table 1. SWOT Analysis Formulation of Alternative Development Strategies for Spinach Agriculture in Parepare Town

IFAS EFAS	STRENGTHS (S) 1. There is an active farmer group between extension officers and farmers 2. Availability of yard land Availability of labor 3. Use of government seeds 4. There are good irrigation facilities	WEAKNESSES (W) 1. The product is not durable 2. The quality of human resources for farmers is limited 3. Types of plants grown are limited 4. Land availability is limited 5. Knowledge of KWT members on agriculture is low
OPPORTUNITIES (O) 1. Cultivation technology development 2. Market demand continues to increase 3. There is a culinary business 4. There is a government program through P2L 5. Government Policy	STRATEGI SO 1. Optimize manpower to increase production by meeting growing market demand. 2. Improve the quality of farmer groups by following the development of cultivation technologies 3. Maintain and improve crops by following government policies.	STRATEGI WO 1. Improve and improve the quality of farmers' human resources and cultivation techniques by studying developments in cultivation technology and participating in trainings. 2. Try to meet the demand for healthy products for culinary businesses 3. Use the government's P2L program to do better business
THREATS (T) 1. Availability of organic fertilizers is lacking 2. Natural disasters 3. Weather changes 4. Attack of pests and diseases	STRATEGI ST 1. Using government seed aid to reduce production costs 2. Use good irrigation facilities to cope with climate change	STRATEGI WT 1. Increase farmers' knowledge of cultivation and processing techniques to control pests and diseases

5. Prices fluctuate		2. Diversification of products resulting from the use of yards 3. Strengthen institutions to obtain the latest and most accurate market information and control weather disruptions.
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a. Strengths-Opportunities (S-O) Strategy

The SO strategy is a fusion/combination of strengths and opportunities using strengths to take advantage of opportunities. Alternative strategies that can be used are:

- Optimization of labor to increase production by meeting growing market demand.
- Improve the quality of farmer groups by following the development of cultivation technologies
- Use the government's P2I program to do better business

b. Weaknesses-opportunities (W-O) Strategy

The WO strategy is a fusion or combination of weaknesses and opportunities that aims to minimize weaknesses to take advantage of opportunities with alternative strategies as follows:

- Improve and improve the quality of farmers' human resources and cultivation techniques by studying developments in cultivation technology and participating in trainings.
- Try to meet the demand for healthy products for culinary companies
- Use of KUR at the Bank to overcome agricultural capital shortfall.

c. Strengths-Threats (S-T) Strategy

Strategi ST merupakan penggabungan/kombinasi antara faktor kekuatan dan ancaman dengan cara menggunakan kekuatan untuk mengatasi ancaman. Alternatif strategi yang dapat digunakan yaitu:

- ST strategy is a fusion/combination of strengths and threats using strength to overcome threats. Alternative strategies that can be used are:
- Use of government seed aid to reduce production costs
- Use good irrigation facilities to cope with climate change.

d. Weaknesses-Threats (W-T) Strategy

Strategi WT merupakan penggabungan/kombinasi antara faktor kelemahan dengan ancaman yang bertujuan meminimalkan kelemahan untuk menghindari ancaman, dengan alternatif strategi sebagai berikut:

- The WT strategy is an amalgamation/combination of weaknesses and threats that aims to minimize weaknesses to avoid threats, with alternative strategies as follows:
- Increase farmers' knowledge of cultivation and processing techniques to overcome pests and diseases
- Diversification of products resulting from the use of construction sites
- Strengthen institutions to obtain the most recent and accurate market information and control weather disruptions.

e. Decision Making

The following formula of the SWOT matrix is performed, namely the quantitative analysis of the strategy formulation based on the total score for each existing strategy, namely SO, WO, ST and WT, indicating that the highest score obtained on the sum of the matrix scores is 3.31 so the right strategy is used in the strategy of empowering women through the use of home gardens as a source of food is the SO strategy, namely optimization manpower and increasing KWT's human resources by following

technological developments and government policies in the development of home-grown farming to produce maximum production.

D. Conclusion

The main strength factor in the strategy of empowering women through the use of vegetable gardens as a source of food is the availability of good irrigation facilities and the main weakness factor is that the product does not last long. The most favorable opportunity factor for the cultivation of spinach is the market demand which continues to increase and the most influential threat factor is the limited availability of organic fertilizers and the prices which always fluctuate.

The right strategy is made from the results of the SWOT analysis based on the SWOT matrix, the right strategy to use is the SO (Strengths-Opportunities) strategy, which is to take more advantage of the main opportunities that continue to increase the market demand and seek to use existing strengths, especially the strength of good irrigation facilities so that production can continue. The results of the recommendations based on the SWOT matrix optimize labor and improve the quality of farmers by following technological developments and government policies to produce maximum and quality production.

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