

**Establishing the Soul Entrepreneurship of Women Groups in Processing Corn to  
Become Foods That A Sale Value****Usman<sup>1</sup>, Veneranda Rini Hapsari<sup>2</sup>, Rissa Ayustia<sup>3</sup>**Shanti Bhuana College of Management<sup>1,2,3</sup>

Correspondence Email: yohanes.usman@shantibhuana.ac.id

rini@shantibhuana.ac.id

ayustia rissa@shantibhuana.ac.id

**ABSTRACT**

Corn farming is one of the fields expected to be able to be a pillar in order to improve community welfare. The role of agriculture is very large because agriculture is able to restore the nation's economic growth because of its enormous natural potential and the amount of uniformity which is a reliable sector that is able to develop well. This research is to provide education and motivation to the mothers of farmer groups in building an entrepreneurial spirit by reading opportunities or opportunities that exist. The writing method used is descriptive qualitative or describes all the events in the field and tells the solution of existing problems based on data obtained by the aim of providing an explanation of the variables examined. The focus of the study was to develop the entrepreneurial spirit of women or mothers or wives of corn farmers in Belimbing village. The data used are primary data because they are taken directly from data sources, namely the corn farmer mothers. The benefits of corn itself are very many because there are many nutritional contents and can reduce hypertension so as to prevent heart disease, and corn can also prevent disease diabetes and can prevent constipation and hemorrhoids.

Keywords: Establishing, Entrepreneurship, Group, women, value

**Preliminary**

One of the expected fields that can increase community economic growth and can be a pillar in order to improve community welfare is agriculture. The role of agriculture is very large, agriculture is able to restore the nation's economic growth because the natural potential is very large and the amount of uniformity is a reliable sector that is able to develop well. Corn plant is certainly very familiar in the ears of the community how to cultivate it is quite easy and familiar to the people. Corn is a promising income for farmers and is a national strategic commodity that has a very important value in an effort to increase the income of farmers who have good prospects considering the demand for corn continues to increase every year both domestically and abroad. Agriculture is an area which is expected to be one of the supports of the welfare of the people who live in rural areas. The Indonesian nation has considerable natural resource potential both in terms of quantity and diversity. Food crops that can play a role in agricultural development are corn.

Corn farming is the second food commodity after rice. From year to year the need for corn will continue to increase in line with the improvement of the community's economy and the advancement of the animal feed industry so that the steps to increase natural resources, as well as the availability of land and potential yield. Corn is a food crop commodity that can take a large role in development. from corn itself is very much because there are many nutritional contents and can reduce hypertension so as to prevent heart disease, besides that corn can also prevent diabetes and can prevent constipation and hemorrhoids. Living in this era, entrepreneurship has become an important issue in the world of agriculture. Related to this, farmers need entrepreneurial skills in order to build self-confidence, dare to take all the risks and orientation to achievement, innovation and ability to make decisions. According to Onyebinama (2010) the inability of farmers to benefit in order to apply new knowledge and technology, making the farmers themselves are required to study harder, so that by understanding technology can help farmers to work optimally so that they can get maximum results too. The role of corn is very important and beneficial for human and animal life. And it is the second staple food after rice, while in certain areas corn is a staple food. Corn. Maize income ranks third after wheat and rice.

The advantage of corn itself is that the harvest time is faster and is very resistant to pests and diseases and higher production. (Ermanita, 2004). Indonesia is a tropical climate and fertile soil and as a country known as an agrarian nation, Indonesia is a country known for its rich biodiversity

which is a mainstay in the fields of food, industry and energy. As an industrial material corn can be processed into food and can be processed into oil, corn flour, sugar and others. An extraordinary development is that corn is used as raw material for the production of ethanol for fuel (biofuels). The impact of the use of biofuels can increase the demand for corn raw materials, so automatically the demand for raw materials, namely corn, greatly increases too. So naturally the production of corn in the country needs to be increased. So that the impact will affect the nation's economic growth. The type of corn developed in Indonesia is Hybrid Corn. The advantage of hybrid corn is that it is resistant to disease or pests. When viewed from the meaning. Farmer words can be interpreted as someone who does agricultural activities as a routine and of course more emphasis on conducting production activities. Overall farmers will try to meet their food needs first and then production, if more recently sold to meet other needs. Corn farmers in general and their orientation are to meet food needs with the aim to hang their welfare, while for sale the profit orientation is only for the concept of entrepreneurship. Rural areas have a variety of natural resources, one of which utilizes agricultural products and natural resources. The velocity of money depends on natural conditions so that most economic actors are still oriented to production so the impact is to slow economic growth in the countryside. Overall the pattern of agricultural development in Indonesia is more production oriented. While food security is the basis for achieving state stability.

### **Literature Review**

The progress of time is a good opportunity to develop a business and can improve agricultural output itself. Technology and innovation can be done with the education and experience of farmers through a process of changing attitudes and mindsets and competence of the farmers themselves. Human resource development in this case farmers is the main target so that there is good progress towards the agricultural products themselves to create prosperity for the people. The development of human resources is the main target so that the goal to apply entrepreneurship science can run well. Entrepreneurship for farmers is an important part of determining market-oriented success (Darmadji, 2012). This cannot be denied if entrepreneurship has an extraordinary function as a driving force for farmers in improving agricultural business, so that performance is getting better. Gardner, Pearce and Mitchell (1991) say that the presence of nutrients makes young leaves and old leaves meet their nutritional needs in this case corn fungi also exist and limited nutrients are more often distributed to young leaves thereby reducing the rate of photosynthesis of older leaves. Corn maintenance must also be considered carefully and of course the function of fertilization Murbandono (1990) revealed that fertilization is an effort to provide predetermined materials so that the soil can become fertile and can add elements or nutrients needed in the soil directly or indirect. The application of fertilizer in general has a goal which is to maintain and improve soil fertility so that plants can grow faster, fertile and healthier. Land as a place to grow plants must have enough nutrients to support the process of plant growth to produce, meaning that the land used must be fertile. It is undeniable that the pattern of agricultural development in Indonesia in general is also still production-oriented in order to achieve food security. Food security as a basis for achieving state stability, so that business-oriented agriculture programs are still carried out individually by certain agencies.

Make grow the spirit of entrepreneurship in a person is one of the businesses that can be expected to spur rural economic growth. The entrepreneurial spirit can change the orientation of farming from just production to business-oriented. Farmers will start to consider the types of plants to be planted, planting time and even to the processing of agricultural products in order to obtain added value from these activities. Corn is one of the plants that are not categorized as plants that are difficult to cultivate. This organic corn has a fairly high level of adaptation, which can be cultivated both in the lowlands and the highlands, there are technical factors is the limitations of farmers in accessing technology and socio-economic factors that are related to the limitations of farmers in obtaining capital, education level, income level very low relative. The processing of hybrid corn farming in the Belimbing village of Lumar sub-district still uses technology that is not in accordance with the recommendations recommended, which means it is not yet optimal so that the end result has not had an impact on improving people's welfare.

Efforts to increase agricultural income greatly depend on the large amount of production costs such as land inventory, seeds, fertilizer, and labor.

## Formulation of The Problem

The formulation of the problem of this research is that when viewed from the natural state and the level of soil fertility in Kalimantan the area is very good and very suitable for raising corn. If you see the market demand for the need for corn from year to year continues to increase or is very high and this is a good moment or opportunity that is used for the community itself, considering to develop their businesses to become bigger. When looking at market demand of the benefits of corn is very much and this is also an opportunity to create new products as derivative products, such as making food or market snacks with corn ingredients that are of high selling value, as well as being part of new innovations. The reason for choosing this line of business is so that it can help economic improvement for the people around them. Entrepreneurial spirit can grow well in someone if there is motivation from within themselves or the family. If the farmer already has sufficient motivation from within, the farmer must also have the ability

to run the business. In this case, creative ideas are really needed. Because by using creative ideas, it will open new opportunities which are the initial door in doing entrepreneurship or new breakthroughs. that is useful. The first step to do is to observe, then imitate and then modify or can be synchronized with an ATM. (observe, imitate, modify) Determination of the type of business must also be adjusted to the opportunities and potential possessed. Entrepreneurial farmers are expected to be able to increase the added value of their products so that community income can increase.

1. To educate the public on the importance of entrepreneurship and self-management for the mothers of corn farmers so that farming can develop well and their impact will improve the family economy.
2. Building and entrepreneurial spirit of the corn farmers by changing the mindset or mindset of the corn farmers into an orientation of the production of farming into a business

## Research Purposes

1. To find out how much the entrepreneurial spirit of the mothers of farming groups in supporting their husbands in helping the household economy
2. To find out how much the desire of the housewives of farmer groups in developing their skills

## Research Methods

This research is descriptive qualitative or describes all events in the field and tells the solution of existing problems based on data obtained by the aim of providing an explanation of the variables examined. The focus of the study is the farm mothers or the wives of the corn farmers. The data used are primary data because the data is taken directly from the data source, the mothers of the corn farming business group.

Data collection technique:

- a) Observation: Observation of an object that will be examined either directly or indirectly to obtain data that must be collected in research.
  - b) Interview: Data collection techniques to obtain information extracted from data sources directly through conversation and question and answer.
  - c) Teaching methods: Participants in the training are housewives in the Business group
- SERIOUS

**MOTHER HEARS TRAINING FOR MAKING CAKE BASED ON CORN**





**CORN PLANTS FROM FARMERS IN BELIMBING LUMAR VILLAGE**







Considering that the employment of the husband of the farming mothers' group is mostly corn farmers, this is a good opportunity for them to be given training in the process or how to make cakes based on corn. In the training, the mothers were also given an explanation so that the results of the training could later be developed into something that could produce cakes that were of value or could be sold around their neighborhood or could be used as foodstuffs instead of family breakfast. Providing knowledge about the importance of entrepreneurship for more housewives, especially those mothers who do not have basic livelihoods, is a good opportunity to use and can train them to become small entrepreneurs so that they can help their husbands in supporting the household economy. During the full day of training the trainees were really serious in the hope that they would be able to apply it again in their homes so that the mothers could do it skillfully. In the cake making training, the mothers were also provided with marketing of the products produced from corn. With the concept of the training, the public is expected to not only understand the stages of marketing agricultural products, but can practice it directly in the stages of making products from corn-based ingredients that have good taste so as not to lose competitiveness with types of cakes made from flour. And taught how to market the product so that it can sell in the market. The involvement of housewives is expected to be able to encourage the enthusiasm of each of them to become entrepreneurs. This training is carried out by involving the community in this case the farmer group women directly in each process or stage of making or marketing products.

## THE RESULTS OF CAKE FROM CORN



### Results

This research will describe the findings in two ways:

1. The entrepreneurial spirit of the mothers of the farming group is categorized as good because it can be seen from their enthusiasm in participating in the training to make cakes from corn-based ingredients and they want to practice and carry out the knowledge that has been shared very seriously.
2. Corn is not only sold directly in the form of kilos but can also be supplied by various types of high-value foods that can be sold to improve the family economy.

### Conclusion:

Everyone can certainly learn and develop entrepreneurship as long as every person who wants to enter the entrepreneurial world has the desire to learn, either through formal education or through special training, this can be proven by the mothers of farming groups where they are not from a family background an entrepreneur or because of an entrepreneurial school but they are only motivated by self-motivation and there is a sense of curiosity, an attitude of optimism and have confidence in something new. In this study it can be concluded that the benefits of corn itself are numerous, in addition to being sold for animal feed, corn kernels can also be used to make anti-diabetic sugar or can be processed into wheat flour, cornstarch. The function of corn can be said to be multifunctional because all parts of corn can be utilized in a variety of ways: eg corn cobs can be processed into various types of handicrafts, corn husk can also be made of flowers and abundant waste such as corn stalks can also be made into cow food

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