

The Empowerment of Women Migrant Family in Coconut Oil Production and Partnership Markets (A Study in Sukowilangun, Kalipare District, Malang Regency)

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Abstract:- Cooking oil is one of household primary needs in Indonesia. In 2020 during the pandemic Covid-19, the oil consumption was relatively stable both for domestic needs and export. The production of crude palm oil (CPO) in 2022 reached 46,888 million tons, decreasing 0.31% compared to 2020 that was 47,034 million tons. The research aims to analyze women migrant families' responses to coconut oil processing and marketing innovations. Specifically, the present research aims at (1) describing the potential of women migrant families to process coconut to coconut oil, (2) analyzing the potential of coconut and firewood in Sukowilangun Village, (3) analyzing the marketing conditions of coconut oil in the Sukowilangun Village, and (4) analyzing women's response to coconut oil processing. This research used a qualitative approach with an action research design. The research procedures were: (1) rapid assessment in the village to see the potential of coconut and firewood, (2) studying secondary data sourced from the Village Office, (3) conducting in-depth interviews with groups of women migrant families, (4) studying women migrant family response to coconut oil processing, and (5) conducting a preliminary study of coconut oil marketing in Sukowilangun and Kalipare areas. The results showed that women from migrant families were very responsive to processing and marketing coconut oil. It was caused by the prolonged scarcity of cooking oil and the abundant number of coconut commodities scattered in the yard in Sukowilangun Village. Therefore, they were able to sell a fresh product at a relatively cheap price. Moreover, the oil scarcity in the market was resolved by partnering the market with coconut oil marketers. People expect that the oil-making process and the marketing of coconut oil increase the economy of migrant families during the pandemic covid era.

Keywords: women empowerment, migrant families, production, marketing, coconut oil

1. Introduction

Sukowilangun Village is one of the villages in Malang Regency sending Indonesian migrant workers, thus many former migrant workers had the capital to open a business, one of which is coconut oil processing. The work ethic of the community, especially women was very prominent. People got a job such as a farmer or traders. The majority of the women worked as migrant workers, framers, traders, and service providers. In Sukowilangun, female leadership was illustrated by the occupied female village secretary and the presence of an active female mobilizer that supported women to be active in organizations and entrepreneurship, especially among former migrant workers. The women's activity was also shown by the existence of some unit businesses, for instance, *tiwul* instant, *gatot*, chips, and pastries. This group of women was also trained to make mocaf flour and pioneering culinary lodges. However, it was found marketing problem namely limited marketing products in Sukowilangun.

This situation requires a solution to resolve oil scarcity in the market through action research on coconut oil processing and market partnerships.

Cooking oil is one of the primary supporting needs used by the majority of households in Indonesia. According to the Central Bureau of Statistics (2022), palm cooking oil is a type of oil that is consumed by Indonesian people. In 2020, during the Covid-19 pandemic, cooking oil consumption tended to be stable both for domestic and export needs. GAPKI (Indonesian Palm Oil Association) noted that crude palm oil production in 2022 reached 46,888 million tons decreasing 0.31% compared to 2020 reaching 47,034 million tons.

GAPKI stated that the decline in palm oil production in 2022 was caused by limited fertilization in 2019 and 2020 and weather. However, domestic palm oil consumption increased. Domestic palm oil consumption in 2022 reached 18,422 million tons, up 6% compared to consumption in 2020 of 17,349 million tons. The results of the National Socio-Economic Survey conducted by BPS showed the consumption of palm cooking oil. The index household increased every year during the 2015-2020 period. The average development of palm cooking oil consumption is 2.32% per year. The high demand for the consumption of palm cooking oil eventually led to Government intervention in setting the price of cooking oil, considering that this commodity was quite vital for the people of Indonesia.

Some factors have urged the scarcity of cooking oil. According to data from the Indonesian Consumer Price Index, cooking oil has a high inflation index; the increasing demand is not followed by increasing supply. In addition, the government's obligation related to the B30 program is the requirement to mix 30% diesel with 70% diesel fuel, so there is a shift towards biodiesel production. The third factor is the unfinished condition of the Covid 19 pandemic, where Indonesia is one of the countries experiencing the third wave of Covid-19

The scarcity of palm cooking oil creates more diversification and substitution of palm cooking oil, one of which is coconut. Indonesia is known as an agricultural country that has two seasons, so each region can produce special commodities, where coconut commodities can thrive. In 2017, The World Atlas noted that the number of coconut production in Indonesia reached 19.4 million tons, followed by the Philippines in second place with 15.9 million tons and India with 10.6 million tons.

Indonesia has many areas with dry land characteristics, one of which is Sukowilangun Village located in Kalipare District, Malang Regency. Sukowilangun Village has a lot of potential areas namely coconut trees where almost every yard and moor of people's houses are surrounded by coconut trees. This village is bordered by a forest area and the yard is overgrown with timber commodities, so firewood is relatively available.

Indonesia is considered the ruler of coconut production. It is in the first place in the world's coconut-producing countries, making coconut one of the commodities that have various processing results, one of which is processed into coconut oil. Indonesian people are familiar with traditional coconut oil processing, where coconut oil has a distinctive aroma when used as a frying ingredient. The high price of palm cooking oil has changed the oil consumption patterns to the use of coconut oil. Additionally, the woman-worker migrant empowerment could resolve a couple of problems, namely creating job opportunities for former woman migrant workers and tackling oil scarcity in the local market

1.1 Research Objectives

The research aims at analyzing women's responses to innovations in coconut oil processing and marketing. Moreover, the specific objectives of the research are:

1. describing the potential of family women migrants processing coconut into coconut oil.
2. analyzing the potential of coconut in the Sukowilangun Village.
3. analyzing the marketing conditions of coconut oil in Sukowilangun Village.
4. analyzing the responses of woman migrant families on coconut oil processing.

2. Literature Review

This research refers to the National Research Priority Funding (PRN), namely Social, Humanities, Good Governance, and Cultural Arts that focuses on strengthening partnerships and processing coconut into coconut oil. As stated in National Research Master Plan (RIRN) 2017-2045 to create national development, it is substantial to develop science and technology that can enhance the diversity of natural resources and human resources (RIRN, 2017). Reflecting the Development Master Plan Universitas Brawijaya, especially Social Humanities, Education, Arts, and Culture, the present research aims to study pertinent to woman workers. Further, it is developed through education or training, and mentoring in the production of oil coconut, followed by market planning and partnership with marketing entities.

2.1 The Role of Women Migrant Worker Family

The role of women is derived from the empowerment of women migrants family, the basic word power which means strength or ability. Empowerment is the process of giving strength to the community to be empowered, encouraging or motivating individuals to have the ability to make life choices. Empowerment targets can be aimed at individuals, groups, and communities who are left behind (Onny, 1996). Empowerment requires three continuous steps, namely: (a) partiality, (b) preparation, and (c) protection. Women are one of the groups in need of empowerment to strengthen access and control over resources. Awareness of women's roles is initiated by involving women in the development program. This initiation is taken as a strategy to educate women to be independent and actively involved in development. The role of women refers to what must be done according to their status as former migrant workers and as migrant families.

Women role and empowerment in general is induced by the poverty level. Efforts to empower women are classified based on poverty, namely structural and cultural (Mardimin, 2000). Poverty structural refers to people or a group of people who remain poor or be poor because structure unequal society, which does not profitable for a weak group. This case is not dealing with their efforts, but rather efforts made crash on the system or structure prevailing in society. Otherwise, cultural poverty is poverty that occurs due to the culture of the people (Baswir, 1999). According to Kartasamita (1996), this is *accidental poverty* as the impact of a certain policy that causes a decreased level of community welfare.

2.2 Coconut Oil Processing

Coconut oil is oil obtained from copra or the juice of coconut milk, broadly speaking, the process of making coconut oil can be made in two ways, namely:

1. Coconut oil is extracted from fresh coconut meat or known as *the wet process*. The wet process can be made in several ways, namely (a) traditional wet method, (b) wet fermentation method, (c) wet centrifugation method, and (d) wet frying method.
2. Coconut oil is extracted from coconut meat that has been dried (copra) or *dry process*. To produce oil from the dry process can be done by (a) mechanical extraction (press) and (b) solvent extraction.

2.3 Entrepreneurship

An entrepreneur is someone who has the ability to creating opening a business (Hardana, 2018). Whereas Entrepreneur is a business process that someone did as the crystallization of reasoning and ideas (Idrus, 2017). Entrepreneurship is an entrepreneurial activity to add products. Therefore, entrepreneurship education plays important role in bringing the future of the businessman (Duran, et al, 2019). Additionally, practical program entrepreneurship also could urge growing commitment for somebody to make plan effort and improve entrepreneurship skills (Suharsono, 2015).

The need for knowledge, education, and practice on entrepreneurship could be established through educational institutions, one of which is the university Susanti, 2014). Recently, the university offers entrepreneurship courses. However, the spread of entrepreneurship is limited to the short goal and looks over pedagogical entrepreneurship (Walmsey et al., 1983). Entrepreneurship knowledge must be essential in every major and occupation

(Susilaningsih, 2015). Entrepreneurship education in universities could be conducted through some steps. They are exposing the student to field entrepreneurship so that they have an interest and giving knowledge about entrepreneurship and provide entrepreneurial skills (Zhou and Xu, 2012). Entrepreneurship can also be developed through the establishment of mindset, attitude, skills, and knowledge (Rosana and Tiarani, 2012).

The entrepreneurship development model could be done through various methods such as the FITA (For/In/Trough/About) approach model (Hoppe, Westerberg, and Leffer, 2017). *For* refers to the required skills in entrepreneurship while *In* refers to the education related to entrepreneurship. *Through* deals with the training of entrepreneurship, and *about* refers to the practice done by the students to apply entrepreneurial knowledge. Entrepreneurship workshop (Margasari, et al, 2020), entrepreneurship knowledge (Budiman and Koeswandi, 2019), participation in an organization (Bergmann, et al, 2018), development of perceptions, interests, and competencies (Hardana, 2018) and entrepreneurship internship (Santoso, et al, 2005) could be the variation of developing entrepreneurship mindset. In addition, the entrepreneurship development model can be also realized in a business incubator. All in all, entrepreneurship development is effectively done through simulation or practice followed by mentoring (Murtini, Sumaryati, and Noviani, 2014).

2.3 Market Partnership

Partnerships have been known by several names, including strategic customer alliances, strategic supplier alliances, and partnership sourcing (Hasbi et al., 2016). Partnerships have several patterns that can be applied to collaborating parties, namely:

1. **Core-Plasma Pattern** is a partnership between partner groups and partner companies, where partner companies act as the core and partner groups act as plasma. In the plasma core pattern, large or medium enterprises are the core for fostering and developing small businesses to become plasma in (1) providing and preparing the land, (2) providing production facilities, (3) providing technical guidance on business and production management, (4) acquisition, mastery and improvement of technology, (5) financing, and (6) provision of other assistance to increase business efficiency and productivity.
2. **The Sub-Contract Pattern** is a partnership between a partner group and a partner company, in which the partner group produces components needed by the partner company as part of its production.
3. **General Trading Pattern** is a partnership between a partner group and a partner company, in which the partner company markets the production of the partner group supplying the necessary needs to the partner company.
4. **An agency pattern** is a form of partnership relationship, in which small businesses are given special rights to market goods and services from medium or large businesses as partners.
5. **The KOA Cooperation Pattern (Agribusiness Operational Cooperation)** is a partnership between partner groups that provide land, facilities, and labor, while partner companies provide costs or capital as well as advice to cultivate an agricultural commodity.

The stages to establish a partnership of agribusiness are (FEATI Project, 2011): (1) identifying and approaching to perpetrator business; (2) forming a receptacle organization; (3) analyzing business needs; (4) formulating the program; and (5) preparing partner coordination readiness.

3. Methods

3.1 Approaches and Methods

This research used a qualitative approach. The coconut oil commodity was chosen as the subject of the study as the prolonged scarcity of cooking oil, and the abundant amount of coconut commodities in Sukowilangun Village that was planned in the field and moor and sold in fresh condition and relatively affordable. The present research used an action research design- a study with action to process coconut oil. Woman responses before, whilst, and after the action research were recorded. The research procedures were (Figure 1): 1. Conducting rapid Assessment in the village to identify the potency of coconut and firewood. 2. Conducting focused discussion and in- depth interviews to group woman candidate participants of the action program and gain perception before the action

program. 3. Executing coconut oil processing action. 4. Tracing the marketing of coconut oil in the Sukowilangun and Kalipare areas. 5. Conducting focused discussion of the possible marketing of coconut oil. 6. Studying secondary data sourced from the Village Office.

3.2 Research Setting

The research setting was purposefully selected that was Sukowilangun Village, Kalipare subdistrict, Malang Regency. The location was selected as the existing women group that reached half the total population in the Sukowilangun Village. The majority of the population was productive women working as migrant workers that sent remittances to families and utilized them as working capital. Sukowilangun also has potential as a producer of coconut and firewood surrounding the houses. Woman group was also actively involved in economic and social activities. Moreover, Woman figures also existed to empower people in the Sukowilangun Village.

3.3 Informants

Informants of the present research were women in Sukowilangun Village decided through discussion with community figures. Of the total 40 women, 20 women were willingly involved in the present research. The key informants were female and male community figures, village government, and coconut oil vendors in the Sukowilangun village and Kalipare sub district.

The data analysis was supported by quantitative data on the potential of coconut oil and economic analysis on coconut oil processing by determining the input and output of coconut oil.



Figure 1. Research Procedures

4. Results and Discussion

4.1 Research Setting Overview

The location of the Kalipare sub-district is in the south of the Sutami Dam, Karangates with a forest and hilly topography. Sutami Dam also functions as hydroelectric power, flood control, rice field irrigation, freshwater fish cultivation, and tourism object. The Kalipare area is dominated by teak forests which are used by the surrounding community for farming, so most of the residents of Kalipare work in the agricultural sector.

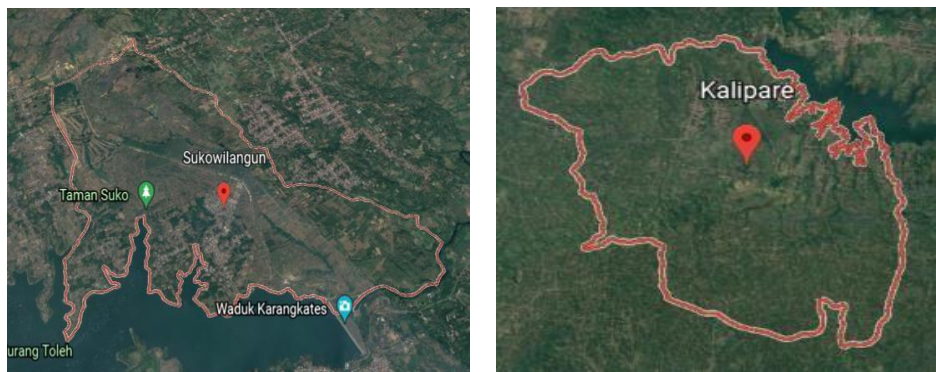


Figure 2. Research Site Map (Source: Google Earth, 2022)

The distance between Sukowilangun Village with Subdistrict Kalipare is 4 km and the distance village to Regency Kepanjen is 19 km. Village Sukowilangun has 4 hamlets namely Sukorejo Hamlet, Kampungbaru Hamlet, Tawang Hamlet, and Koprak Hamlet. Sukowilangun Village has abundant water because it is located next to Karangates reservoir. For that reason, the major livelihood is tubers, sugar cane, paddy rice, corn, peanuts, coconut, and fishery such as *Mujair*, *Tilapia*, *Tombro*, and Catfish. Besides, the fertile land is advantageous to plant grass for cattle feed such as cows and goats.

4.2 Population

Sukowilangun Village has a total population of 7,188 people in 2020. The population demography was classified based on gender, occupation, and workforce. The classification is presented as follows.

Population by Gender in the Village of Sukowilangun

From the results of secondary data obtained from the device, Sukowilangun Village has a population of 6,961 people in 2022. The population is dominated by women compared to the number of male residents. The details regarding the number of residents by gender can be seen in table 1 following:

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Table 1. Population by Gender

No	Gender	Total (People)	Percentage (%)
1	Man	3,451	49.6
2	Woman	3,510	50.4
Total		6961	100

Source: Monograph Data Sukowilangun Village, 2022

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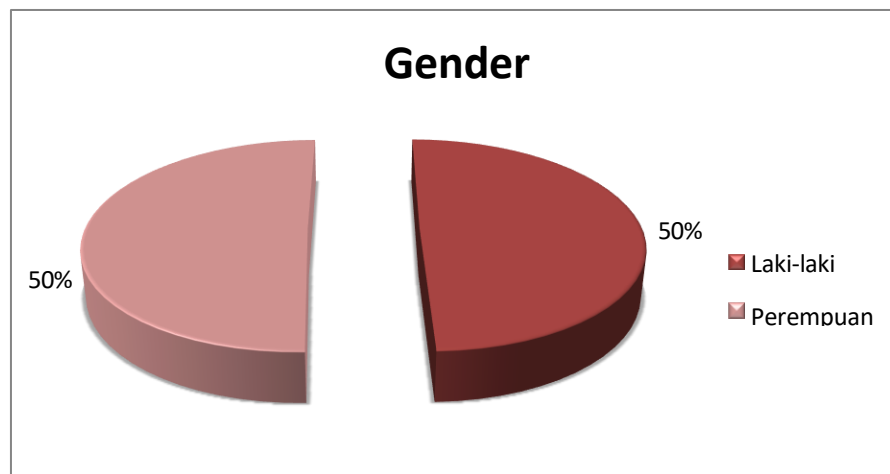


Figure 3. Population by Gender

The women population was 3,510 people (50.4%), bigger than the man population reached 3,451 people (49.6%). Women in the Sukowilangun Village preferred being women workers to increase their economic level easily. Meanwhile, men worked in the Kalimantan. The high number of women migrant workers was urged by the easy working requirement, namely at least graduated from junior high school and year above 18 old. Besides, the limited potency of agriculture, animal husbandry, and fisheries in the Sukowilangun Village was another reason to be woman migrant workers and men worked in the plantation or mines in Kalimantan.

Population by Education

Classifying the population based on the level of education is beneficial to illustrate the progress of area development. The education level indicates the possibility of the community members to accept information, technology, and innovation for the enhancement and development of individuals and groups. The following is the classification of Sukowilangun residents by education level.

Table 2. Population by Education Level

No	Level of education	Man		Woman	
		Total (People)	Percentage (%)	Total (People)	Percentage (%)
1	Under school year	111	3.49	159	4.21
2	At school	1566	49.25	1790	47.34
3	Not once go to school	2	0.06	4	0.11
4	Age 18-56 not graduated from elementary school	13	0.41	17	0.45
5	Graduated from elementary school/equivalent	47	1.48	66	1.75
6	Age 12 – 56 years no junior high school/ equivalent	13	0.41	8	0.21
7	18-56 years old no graduated from high school/equivalent	45	1.42	77	2.04
8	Graduated from high school/equivalent	155	4.87	189	5.00
9	Graduated from high school/equivalent	1122	35.28	1333	35.26
10	Diploma 1	11	0.35	9	0.24
11	Diploma 2	11	0.35	19	0.50

No	Level of education	Man		Woman	
		Total (People)	Percentage (%)	Total (People)	Percentage (%)
12	Diploma 3	23	0.72	31	0.82
13	Bachelor	57	1.79	77	2.04
14	Master	4	0.13	2	0.05
15	Doctor	0	0.00	0	0.00
Total		3180	100.00	3781	100.00

Source: Monograph Data Sukowilangun Village, 2022

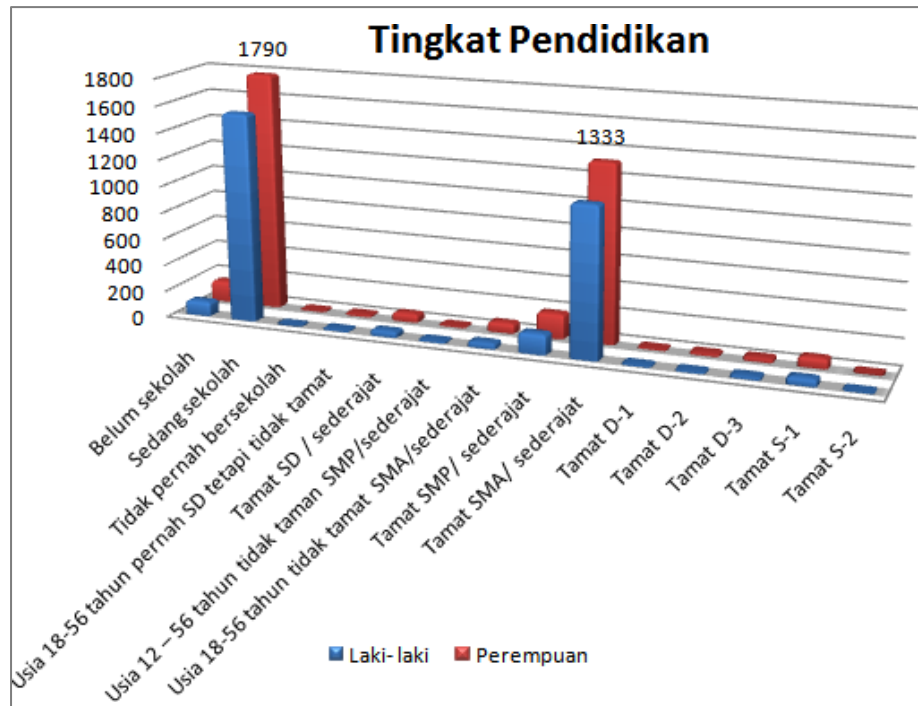


Figure 4. Population by Education Level

The majority of the residents are going to school which reaches 1566 men and 1790 women. The residents who did not go to school were two men and four men and the category was the lowest number in the education level classification.

The majority education of the residents was in senior high school, thus they prefer to be migrant worker and work outside the village to earn a high salary. The majority of youth worked in Kalimantan especially in the palm and mining sector while women chose to work as a migrant in Hong Kong, Malaysia, and Saudi Arabia.

Population by Occupation

There were some livelihoods in the Sukowilangun Village such as the agricultural sector and service provider sector. Table 3 presents the livelihood in Sukowilangun Village.

Table 3. Population by Occupation

No	Livelihood	Total (People)	Percentage (%)
1	Not yet/ Unemployed	1176	16.9
2	Farmer/Plantation	1213	17.4
3	Private Employee	1560	22.4
4	Self-employed	631	9.1
5	Housewife	638	9.2
6	Student	1566	22.5
7	Other	177	2.5

No	Livelihood	Total (People)	Percentage (%)
	Total	6961	100

Source: Monograph Data Village Sukowilangun, 2022

The total population by occupation was 6,961 people classified from the agricultural sector to the service provider sector. The total number of students was 1,566 people (22.5%). The number was realized as parents notice the importance of education to get a good job. The second most significant number was people working in private with 1,560 people (22.4%). Some of them work in Kalimantan on palm plantations well as in the company mine whereas women choose to work as Indonesian migrant workers because of the bigger quantity of remittances in destination countries compared to working in the same position in their own country.

4.3 The Role of Women Migrant Families to Process Cocout to Coconut Oil

Based on secondary data of Sukowilangun Village, the age ranges in 2022 present that people are in productive age. The following table presents the age range in the Sukowilangun Village.

Table 4. Population by Age

No	Age (Years)	Total (People)	Percentage (%)
1	0 - 10	270	4
2	11- 20	201	3
3	21 – 30	420	6
4	31 – 40	476	7
5	41 – 60	4765	68
6	> 61	829	12
	Total	6961	100

Source: Monograph Data Village Sukowilangun, 2022

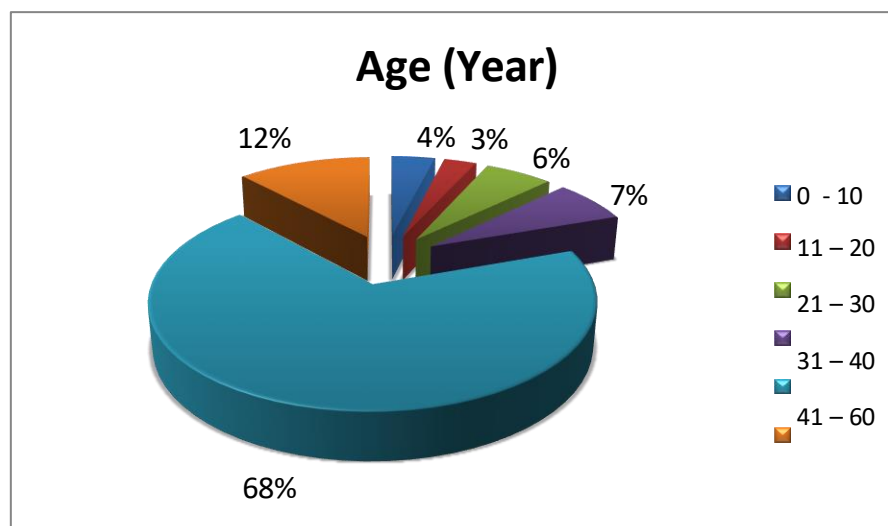


Figure 6. Population by Age

The majority of the people were aged 41-60 with 4,765 people that they are in the productive age. Thus, Sukowilangun has a big number of workforces. Meanwhile, the range age 21-30 years is 6%, and the range of 31-40 years old reached 7%. The range of population by age and gender is illustrated in the following table.

Table 5. Number of Workers in the Sukowilangun Village

No	Information	Man		Woman	
		Total	Percentage	Total	Percentage
1	Population in working age 18-56	1442	45.9	1759	46.1
2	Population ages 18-56 who have not worked /				

No	Information	Man		Woman	
		Total	Percentage	Total	Percentage
	not work	994	32	1124	29
3	Population above 56 years old and working	708	23	934	24
	Total	3144	100	3817	100

Source: Monograph Data Sukowilangun Village, 2022

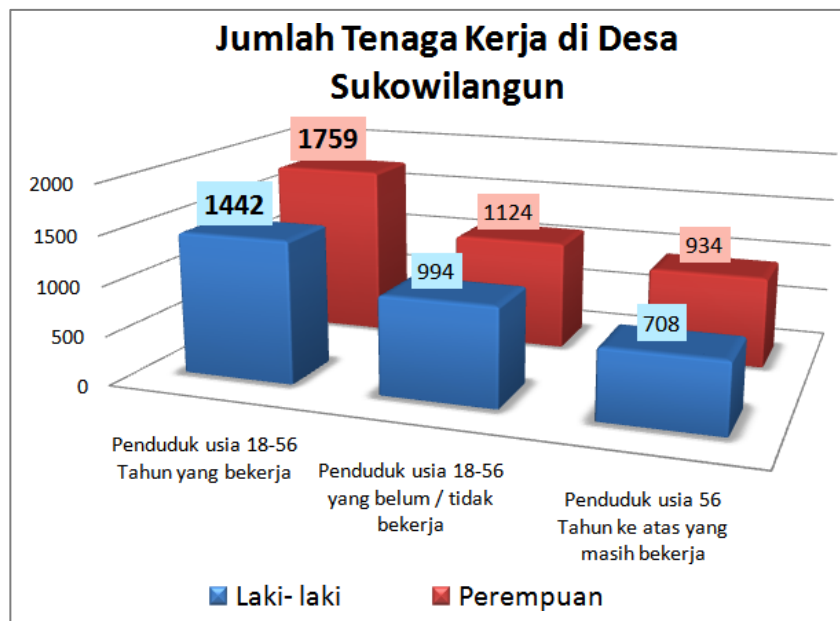


Figure 7. Number of Workers in the Sukowilangun Village

Based on Table 5, it is known that the working woman population with range 18-56 was bigger by 1,759 people (46.1%) than men by 1,442 people (45.9%). Population with 18-56 years old is age productive for work because at the age of 18 years people have graduated from senior high school and 56 years old is approaching retirement if people work as civil servants or private employee Surat Kepala BKN Nomor: K.26-30/V.119-2/99 regarding the retirement, the maximum age for the people to hold Functional Position was 58-65 years. Thus, the number of working women groups is potential

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"....When covid hit Hong Kong, we panicked, but due to strict rules and discipline, such as the obligation to wear a mask and social distancing. all must wear a mask, and take care of distance. We stayed at home and minimize workers gathering in the park. Workers who finished the contracted return to Indonesia, including me and I, decided not to return (to Hong Kong). My child is working, so I will not work there again. I will be a freelancer in this village."

Returned migrant workers have big remittances as economic capital to open a business, and invested in farming and small trade. Mrs. LN explained that:

“... Our community is ready to recruit returned migrant workers to open a business, making mocaf flour, two instant, or self-employed such as making cassava chips or tempeh chips. Woman community Singkong Jaya has 40 members, but only 20-30 active people.”

When the pandemic was controlled, only migrant workers that have working contracts can return to work abroad. A small number of new migrant workers is found as stated by Head Village as follows:

“Now rarely do women work abroad. Only one or two still have a working contract. Now many women work in this village such as in the sugar cane field or teak tree of Perhutani. There are also many young people working in the mines coal in Kalimantan with a salary IDR 7,000,000 per month.”

By returning migrant workers in the Sukowilangun Village, there are many potential women workers. With return worker migrant the then in the village Sukowilangun enough available power works woman young potential. Referring to Table 4 and Figure 6, there are 1,124 women potential and 994 men potential workers in the Sukowilangun Village.

4.4 The Potency of Coconut Oil in Sukowilangun

Coconut trees are scattered in every yard and moor of the residents as the area is dried land. Each household that has a yard has at least 2 coconut trees. The coconut is used for household needs and for a household that has five trees or more, the coconut is sold. One coconut costs Rp.1000, 00. It is very cheap, so people let them fall or are eaten by a squirrel, or the coconut was left dry in the warehouse.



Figure 8. Coconut Stack and Coconut Tree

There is also a lot of firewood in the Sukowilangun Village. People collected it from their yards or moor. As the village is located next to the forest, people sometimes looked for firewood in this area. For their daily needs, people used LPG. For that reason, there is an abundant amount of firewood.



Figure 9. Firewood

4.5 Cooking Oil Marketing Conditions in Sukowilangun Villange

Cooking oil marketed in Sukowilangun is oil coconut palm. The oil was originally distributed from Kalipare and Sumber Pucung as in Kalipare there is a big agent, named Power Jaya. Usually, people obtained cooking oil from an agent or middleman. Since the price of oil has increased, people reduced cooking oil consumption. They used alternative cooking methods such as boiling or baking. However, the frying method still became people's preference to cook side dishes. For small needs, people bought cooking oil from stalls.

“Sukowilangun Village consists of 48 neighborhoods, 8 hamlets, and 4 villages. The total number of households is 1500. They needed cooking oil for cooking every day. If one household needs 0.2-liter cooking oil, so 300 liters of oil are needed in the Sukowilangun Village.”

Thereby, it is the potential to market the cooking oil in Sukowilangun Village. The population is very dependent on the supply of cooking oil from the outside village because no people made coconut oil that has a savory taste and fragrant aroma.

The role of women in cooking oil marketing practice is very prominent. Their readiness to market their refined coconut oil products would be done collectively in a group, called “Singkong Jaya Women's Community”, they have built. It consists of women from migrant families and former migrant workers. Mrs. LN, the community coordinator who is active and innovative appreciated and welcomed the training in making coconut oil. Her community and she were actively making *tiwul* and *gatot* instant as casava was abundant in the village. In Sukowilangun, the number of casava has already changed to sugar cane. The casava was processed to be mocaf for pastries and sponge cake. Mrs. LN with her community also opened a Saung Wisata near the river and rice fields with fabulous scenery. Mrs. LN tried to make virgin coconut oil. Mrs. LN and Mrs. WT welcomed the idea of making coconut oil, especially when the oil price is high. Twenty women attended the training enthusiast.

5. Conclusion

Former woman worker migrants and families in the Sukowilangun Village play a very important role in the production and marketing of agricultural products in the village. It is the potential to handle the coconut oil process as part of the economy creative. Besides, it cultivates local potential for valuable products based on market demand and becomes alternative income for former woman migrant workers and families. It is recommended to have a professional oil process by a solid, effective, and dynamic business community capable to afford the market.

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