
**UTILIZATION OF LIFE SKILLS TRAINING RESULTS IN ENHANCING SELF-EMPLOYED
ALUMNI LKP NUNING KOTA CIMAHI**

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ABSTRACT

Entrepreneurship is the right choice to improve the life of the economy independently. Whether it's the economy of ourselves personally, even the economy in general in a bigger scope. Cimahi City as one of the cities in Indonesia that has the number of unemployed as many as 2,903 people in 2015. Based on data obtained from the Department of Manpower Cimahi City in 2016, it is known that only about 25.2% alone the amount of unemployment that can be absorbed on the job there is. Based on the conditions in this field, needed an empowerment to overcome the condition. One of the empowerment activities that can be done to overcome this condition through life skills training in the field of bridal makeup organized by Course and Training Institute. But the activity of the alumni of post life skill training training needs to be seen again. Like what the alumni are applying the results of training in entrepreneurship. This research uses qualitative approach with descriptive method. The subject of this research is alumni of LKP Nuning Kota Cimahi in bridal make up. Data collection techniques in this study using interview techniques, observation, and documentation studies. The results of this study indicate that the life skills training process in bridal makeup field consists of preparation process, implementation process, evaluation process, and mentoring process. It can be said that 75% of LKP Nuning alumni in the field of bridal makeup have successfully entrepreneurship independently. This bridal makeup training really helps the alumni in improving their economic and social position in the community. After the training, the alumni began to pioneer their business independently. Promoting online and offline, improving existence through professional organization activities, as well as setting aside funds for upgrading on her dressing skills. In addition, they begin to encounter the obstacles in it. In general, the obstacles faced are divided into 4 issues namely, capital constraints, business competition obstacles, barriers to trend changes that are too fast, and hambantan management of business management. However, not all alumni succeeded in becoming bridal cosmetic. There are also alumni who return to their original job or remain a housewife.

Keywords : Entrepreneurship Independence, Life Skills, Bridal Makeup

A. INTRODUCTION

Entrepreneurship is the right choice to improve the life of the economy. Whether it's the economy of ourselves personally, even the economy in general in a bigger scope. For this reason, Ilik (2010) in (Takdir, Mahmudin, & Zaid, 2015) states that entrepreneurship has a fundamental advantage that is, the opportunity to not depend on others, can manage financially, the opportunity to develop business concepts, have strong moral legitimacy to achieve prosperity and create employment opportunities.

Entering the era of competitive and challenging globalization, much affect the economic, social, and cultural conditions in this country. If we just keep silent and become the audience alone, of course we will only feel the negative impact. That is the narrowness of available jobs. The narrowness of employment makes the unemployment rate increasing.

Cimahi city as one of the cities in Indonesia that has the number of unemployed as many as 2,903 people in 2016. Based on data obtained from the Office of Manpower Cimahi City, it is known that only about 25.2% alone the amount of unemployment can be absorbed in the existing jobs. So there are still 74.8% unemployment that must be solved. Referring to these conditions, needed a solution to overcome unemployment in Cimahi City. One of them by providing education, skills, and life skills for people who still interfere with ragar can be independent.

One education that can be a bridge for the progress of entrepreneurship is life skills education or life skills. Life Skills Education is an education that can provide practical, usable skills related to the needs of the job market, business opportunity and potential of the economy or industry in society (Anwar, 2015). This is in line with the goal of an entrepreneurial process that requires individuals to be independent and useful for their current and future environments.

The education unit that organizes life skills training is the Course and Training Institute (LKP). Various areas of expertise are owned by the LKP in accordance with the needs of the community. One of the LKP in Cimahi City is LKP NUNING. The flagship program of LKP NUNING is the field of bridal makeup. The reality in the field shows that the skills in the field of bridal makeup have a good prospect and have high selling power. This is related to the needs of bridal makeup services as a primary requirement for families who organize wedding party celebrations.

Post-training needs to be done coaching and monitoring of alumni who have graduated. It aims to examine whether the bridal makeup training has succeeded in making its alumni an independent entrepreneur or not. So in this case researchers will conduct research on the utilization of life skills training results (Rachman, 2009) bridal makeup field to alumni LKP NUNING.

B. THEORY REVIEW

Malik Fajar. 2002 in (Rachman, 2009) defines life skills as a skill to work in addition to the skills to be oriented to academic pathways. While the Broad-Based Education Team

(2002) in (Rachman, 2009) interprets life skills as the skills that a person has for willing and courageous to face human development. While Brodin (1989) in (Anwar, 2015) defines more simply the interaction of various knowledge and skills so that one is able to live independently. Based on the above three understandings about life skills can be concluded that life skill is the ability to survive and develop through a variety of knowledge and communication.

One of the educational units that implement life skills is the Institute of Courses and Training (LKP). The existence of Course and Training Institutions in the process is capable of generating empowerment activities. (Mulyana, 2008) concludes that "empowerment is an effort to enable small communities or subordinates who have been perceived as lacking role in increasing and having better capabilities with respect to their status and role in the social system". The purpose of this empowerment is to lead to community independence. One means of achieving this independence by maximizing entrepreneurial potential.

Kindervatter 1979 in (Mulyana, 2008) outlines 8 steps of Outside School Education as empowerment: "(1) organizes small groups as early recipients of empowerment program plans; (2) identifying groups of study participants at the regional level; (3) selecting and training group facilitators; (4) group activation; (5) organizing facilitator meetings; (6) support the activities of the existing group; (7) developing relationships among groups; (8) organizes a workshop for evaluation".

One form of empowerment activities can be realized in a bridal cosmetology training. Bridal makeup is the whole set of someone to be beautiful. According to a large Indonesian dictionary, bridal makeup is an attempt to arrange decorations of an object to be performed. While the bride is a person who is holding a marriage. According to (Santoso, 2010) in the bridal makeup approach done in meriasnya done on the bride from hair to toe, which includes makeup, hair, clothing to accessories worn on the groom and woman. So bridal makeup is the effort to make up the decoration of makeup, hair, clothing and bridal or bridal accessories that are going to be married to be shown in public.

In learning bridal makeup is done with adult learning approach and called andragogy. Knowles (1977) in (Mulyana, 2008) says that "andragogy is the art and science of helping adults learn". (Musa, 2010) mentions also that "Adult education or Andragogy is as an art and science to help adults do learning activities". So in adult education learning activities are organized and have a clear purpose where the purpose of helping adults improve their skills, both with respect to aspects of knowledge, skills and attitudes for behavior change.

The main purpose of life skills training in bridal makeup is to create entrepreneurial society independently. Mandiri is where a person wants and is able to realize his / her desire that is seen in action / real action in order to produce something (goods / services) for the sake of fulfilling the needs of his life and each other. Supporting that opinion, (Geoffrey & Meredith, 1996) states that independence as a personality or

mental attitude that must be possessed by everyone in it contained elements with the character of nature that is in it needs to be developed to grow together in every movement of human life. The assumption shows that independence can determine the attitude and behavior of a person toward entrepreneurship.

Some characteristics of entrepreneurship according to some experts, Kao.1991, Meredith 1989 and Inkeles 1974 in (Mulyana, 2008) mention that: "Entrepreneurial man has a high spirits enterprenezrrial, such as high moral, optimistic, proactive, hard work, persistence and tenacity, sincerity, self-confidence, determination, achievement-oriented, responsible, enthusiastic, jovial and humorous, brave to bear the risk, jurdil , motivation and compete high, originality, exemplary, task-and product-oriented, and others ". Entrepreneurship is an attitude and entrepreneurial behavior.

Entrepreneurship is a mental and soul attitude that is always actively trying to improve the results of his work in the sense of increasing income. Entrepreneurship is a process of a person in order to pursue opportunities to meet needs and wants through innovation, regardless of the resources they control (Takdir, Mahmudin, & Zaid, 2015). Based on some opinions above opinion can be concluded that self-employment independence is a forward-thinking, courageous, innovative, creative, highly motivated, and dare to take risks for the actions taken for the creation of a profit-oriented ideas and activities for the welfare of life and each other.

C. RESEARCH METHODS

The research method used is descriptive method with qualitative approach. Data collection techniques used are interview and observation techniques, while data analysis techniques with data descriptions, data reduction and conclusions. Sources of data in this study as many as four informants consisting of one person LKP NUNING leadership, one instructor and two alumni LKP NUNING.

D. RESULTS AND DISCUSSION

1. Life Skills Training Process In Improving Self-Employment Alumni LKP Independence

Life skills training is a training that has the purpose to provide skills to a person to survive and thrive through a variety of knowledge and communication. Life skills training is needed to improve skills in a job to deal with life problems. Course and Training Institute (LKP) is one of the containers that can assist the training process. The existence of Course and Training Institutions in the process is capable of generating empowerment activities. The purpose of this empowerment is to lead to community independence. One means of achieving this independence by maximizing entrepreneurial potential.

One of the training programs held at LKP is the area of bridal makeup expertise. The output of this training is to make the graduates become professional and independent bridal make-up. This bridal cosmetology training uses a competency-based curriculum. So that learning not only emphasize on skill, but also must be given training in the case of knowledge and attitude of work. This is in line with research conducted by (Yuda

Setia Laksana, 2017) which shows that the model bridal make up training in this training is using an independent business learning model where individual / trainees take initiative with or without the help of others.

Some skills in bridal makeup training include facial makeup, hair styling, clothes pairing and accessories, as well as complementary skills such as flower meronce. Bridal makeup training is a training with adult learning approach or andragogy. Adult learning works best when it involves both physical and emotional. So it can be said that in adult learning, the students can not be forced. The learners must have the desire and interest from within himself to learn. In addition, training activities in adult learning should be packed with a fun atmosphere so that learners are not easily bored.

Practical activities are considered more enjoyable because they can be directly done by learners, so that learners can directly measure their ability in the results of temporary training. Often the learners are also quite critical in responding to the subject matter that is adapted to the trend or the mode that is in popular society. As well as compare compare with the training materials being taught.

2. Results of Life Skills Training Utilization In Improving Self-Employment Alumni LKP NUNING Cimahi

Post training activities are important. Post-training activities were undertaken to shape and develop the entrepreneurial attitudes that exist in alumni bridal makeup training. In this guidance activity began to see the spirit of business, conflict, and prediction of progress of the alumni. One of the coaching activities conducted by LKP NUNING is by holding monthly meetings of the alumni. This alumni gathering is a place to expand business relation for junior alumni.

Through this alumni meeting, LKP NUNING also socialized the bridal makeup profession organization KATALIA. Joining a professional organization is an important thing to do to form a wider partnership network. Research conducted (Ekasari, 2014) shows that the higher the ability of a person in building relationships the higher the entrepreneurial motivation he has. So this alumni meeting strategy is a solution to improve the business relation.

Sandjojo 2004 in (Rakib, 2010) identifies factors that affect the growth of small-scale enterprises, namely (1) business environment, (2) entrepreneurial nature, (3) entrepreneurial motivation, and (4) entrepreneurial learning. So through this monthly meeting, is expected to form a business environment that is able to cultivate entrepreneurial motivation and become an entrepreneurial learning by sharing experiences between alumni.

Referring to the research in the field, the initial goal of the alumni to follow life skills training in the field of bridal makeup is to be able to help the family economy through skills that already have. This is in line with research conducted by Russell M. Knight (1983) in (Alim, 2013) which states some of the motivation of one's entrepreneurship is "The housewife refugee where housewife who was initially busy taking care of her

household tries to help her husband in finance because of the growing needs of older children".

Armed with the reason that alumni have entrepreneurial spirit with bridal makeup skills that they have today. Although getting a job to be a major bridal wedding is quite difficult. But being the assistant of bridal makeup was enough to deliver these alumni to entrepreneurship independently. The turnover earned by alumni in 2017 is around Rp 4,000,000 per month. They acknowledge that life skills training provides great benefits and changes in their lives, especially in terms of improving the family economy.

An entrepreneur must be required to always create new things by combining the resources around him, developing new technologies, finding new knowledge, finding new ways to produce new products and services more efficiently, improving existing products and services, and find new ways to give satisfaction to consumers (Takdir, Mahmudin, & Zaid, 2015). Increasing consumer demand and demanding higher ability to alumni make them desire to improve their skills in the world of makeup. So they set aside some of their income to follow other cosmetology courses as a form of responsibility as an entrepreneur who must follow the demands and developments of the times.

The upgrading of these alumni skills is in line with the opinions of Meredith (1989) and Inkeles (1974) in (Mulyana, 2008) which says some characteristics of entrepreneurial human beings are optimistic, proactive, hard work, persistence and tenacity, and achievement-oriented. Through this skill improvement shows that the alumni are a tenacious and willing to work hard to achieve success and appreciation in the community.

3. Obstacles Faced By Alumni LKP NUNING Cimahi City In Entrepreneurship Implementation As A Result Of Life Skills Training

In every business activity will always encountered obstacles that accompany it. Based on research in the field can be known some obstacles encountered by the alumni in the activities of coaching and entrepreneurship process. These obstacles include business capital constraints, the two business competition, the third turn of trend in the world of makeup is very fast, the fourth is managing business management.

The obstacles encountered in the field, in line with the opinion of Wiyono (1999) in (Rakib, 2010) which identifies the factors that influence the success of small industries, namely "(1) experience, (2) education, (3) outpouring time, (4)) mental entrepreneurship, and (5) amount of capital ". Similarly, Yusri (1998) in (Rakib, 2010) said that "a beginner entrepreneur needs to integrate skills, knowledge, skills, opportunities, finances, with the resources available to the environment to achieve something useful".

Some of the capital obstacles encountered in cosmetology include the high price of the bridal makeup. So that the alumni difficulty completing the capital. While the completeness of this bridal makeup affects consumer confidence in choosing a bridal

make-up. Every entrepreneur must be able to survive and compete in his business. Business competition in the world of cosmetology is arising because of the high interest of the community to do business in the world of wedding provider services. So always popping up the new perfumes. Often this barrier of competition is lowering the spirit of effort, because it takes a positive environment that can menja morale and entrepreneurship to stay awake.

Change is a sure thing in life. So that adaptive attitude is an attitude that must be owned by an entrepreneur. Changes in this trend are also influenced by rapid technological developments. An entrepreneur must be able to develop quickly in terms of marketing through social media. Various trend changes can also be known through some social media. This should continue to be followed by the bridal make-up so that they are able to adapt well.

An entrepreneur should have good management skills. In line with the opinion of Zimmerer, and Scarborough, 1998; Kuratko & Hoodgets, 2007) in (Alim, 2013) which suggests one of the inherent characteristics of the entrepreneur is skill at organizing that is to build a business from scratch requires the ability to organize resources owned in the form of tangible economic resources and intangible economic resources to get maximum benefits. Management barriers that are often encountered are in terms of separating personal finance and business finance. And the confusion of the alumni to start a business.

E. CONCLUSIONS

Based on the results of research and analysis of the author, to be able to meet the needs and demands of the business world and industry, no other efforts can be done except to provide the best course services. As a lucrative course institution to increase knowledge and skills to learners, as evidence of the above questions are described as follows:

1. The life skill training process at LKP NUNING begins with the planning, implementation and evaluation process. The training materials of bridal makeup include the basic theory of bridal makeup, theories about local bride culture, as well as entrepreneurial theory. This theoretical material is useful to provide basic knowledge for the learners when entering the world of work or business world. Skills taught in bridal makeup training include facial makeup skills, hair styling or hoods, pairing clothing, pairing accessories, and making complementary crafts for the bridal style. In addition, the provision of entrepreneurial material is very important to be done so that the alumni can develop into a person who is tenacious, disciplined, innovative, highly competitive and communicative.
2. The result of life skills training in the field of bridal make up conducted by LKP NUNING make the alumni have independent business in the field of makeup. It is recognized by the alumni that the learning they get during the training is very useful when applied in the field. Through these bridal makeup skills the alumni can help the family's economy. So get the full support of the family for a career in the world of makeup. After completing the training in LKP NUNING, the alumni are still trying to improve their skills in the field of makeup by actively participating in the activities

- of professional organizations of cosmetology, attending seminars or other training that can improve their skills in terms of makeup.
3. Obstacles that alumni encounter when pioneering bridal makeup business, among others, business capital constraints, business competition obstacles, barriers to changes in trends in the world of cosmetology is very fast, and barriers to business management management.

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