



## Optimizing the Potential of Housewives through Dishwashing Liquid Training as a Productive Business Initiative in Rumbai District, Pekanbaru

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### ABSTRACT

This community service program aimed to optimize the economic potential of housewives in Rumbai District, Pekanbaru, through dishwashing liquid production training as a home-based entrepreneurial opportunity. The program contributed to the community by enhancing participants' entrepreneurial knowledge and practical skills to support household income generation. The activities were conducted through counseling, hands-on training, interactive discussions, and post-training mentoring. The program was implemented in a one-day session involving approximately 100 housewives at a community hall in Rumbai District. The results showed high participant enthusiasm, improved understanding of entrepreneurship, and the ability of participants to independently produce dishwashing liquid. This program demonstrates that practice-based training is effective in empowering housewives and promoting sustainable household-scale entrepreneurship

## INTRODUCTION

Entrepreneurship can be defined as the creative and innovative capacity possessed by individuals, which is reflected in their attitudes, enthusiasm, behavior, and competencies in identifying and solving problems, as well as in creating and utilizing business opportunities (Febrina et al., 2022). Through the entrepreneurial process, individuals are able to develop new products or services and market them effectively in order to achieve maximum profit. In achieving these profits, the existence of business opportunities plays a crucial role, as business opportunities represent the chance to carry out business activities through the implementation of well-planned and systematic strategies (Mauro et al., 2020). Scholars argue that the ability to recognize opportunities effectively can be developed through education and practical experience, indicating that learning environments have a significant role in cultivating this capability (Wang et al., 2021).

Business opportunities should not be overlooked, particularly by individuals with an entrepreneurial mindset, since the optimal utilization of such opportunities is one of the key determinants of success in business activities (Anggraini et al., 2023). Understanding the role of external environmental factors is also crucial (Dushnitsky et al., 2020). Entrepreneurs must navigate challenges that often arise from fluctuations in the economy or unexpected crises, which can impact opportunity recognition and decision-making processes (Dushnitsky et al., 2020; Shah & Tripsas, 2020). Resilience, knowledge, and a strong foundational understanding of market dynamics serve as vital assets that augment one's ability to recognize and capitalize on business opportunities as they arise.

Entrepreneurship is currently regarded as a strategic instrument for strengthening household economic resilience and reducing unemployment rates, particularly among vulnerable groups such as housewives in urban and peri-urban areas of Indonesia (Kemenkop UKM, 2022; Monitor, 2023; World Bank, 2021). The enhancement of women's economic participation has been empirically proven to contribute directly to family welfare improvement, social stability, and community-based local economic growth (BPS, 2023; OECD, 2020; UN Women, 2023).

Conceptually, entrepreneurship is not merely defined as an economic activity but also as a creative and innovative process of identifying opportunities, managing limited resources, and generating sustainable value for individuals and society (Drucker, 2020; Hisrich et al., 2021; Schumpeter, 2021). In the context of the modern economy, home-based micro-entrepreneurship has emerged as an adaptive model capable of addressing constraints related to capital limitations, time availability, and access to formal employment, particularly for women (Alhempri et al., 2020; Asian Development Bank, 2023; Minniti & Naudé, 2022; Tambunan, 2021).

The situation in Rumbai District, Pekanbaru, indicates that most housewives possess a strong motivation to engage in entrepreneurial activities; however, they encounter structural barriers such as limited capital, insufficient technical skills, and a lack of knowledge in selecting business types with stable markets and low risk (BPS Kota Pekanbaru, 2023; KemenPPA, 2022; P. UNDP,

2021). This condition reflects a gap between the potential of women's human resources and their access to productive economic capacity development (OECD, 2020; UN Women, 2023; World Bank, 2022a).

One business opportunity that is easy to learn, requires low capital, and has consistent market demand is the household-scale production of dishwashing liquid (Food and Agriculture Organization of the United Nations, 2022; Kemenperin, 2021; Suryani et al., 2023). Dishwashing liquid is an essential household product with high consumption rates, readily available raw materials, and a relatively simple and safe production process for micro-scale enterprises (ILO, 2023; Pratama & Lestari, 2021; Rahmawati et al., 2022).

Nevertheless, a prevailing perception among community members suggests that dishwashing liquid production is complicated and requires advanced chemical expertise, thereby discouraging housewives from utilizing it as a productive business opportunity (Kemenkop UKM, 2022; Nugroho & Putri, 2021; Sari et al., 2022). In contrast, various studies demonstrate that hands-on, practice-based training significantly enhances women's self-confidence, technical skills, and entrepreneurial readiness (Handayani et al., 2021; ILO, 2024; UN Women, 2023).

Based on these conditions, this community service program was designed to optimize the potential of housewives in Rumbai District through dishwashing liquid production training as a practical and sustainable productive business initiative (BRIN, 2021; OECD, 2023; World Bank, 2022b, 2022a). The primary contribution of this program lies in its niche community approach, which empowers housewives from lower-middle economic backgrounds through the transfer of practical skills that can be immediately implemented as an additional source of household income (Suryani et al., 2023; Tambunan, 2021; I. UNDP, 2022)(Tambunan, 2021; Suryani et al., 2023; UNDP Indonesia, 2022).

In addition to its practical contribution, this program enriches the theoretical framework of women's economic empowerment by integrating concepts of micro-entrepreneurship, household economics, and need-based training, thereby producing a contextual and replicable community service model for similar regions (Asian Development Bank, 2023; Hisrich et al., 2021; Minniti & Naudé, 2022). Consequently, this community service initiative is expected not only to enhance participants' economic capacity but also to foster the formation of independent, productive, and competitive housewife communities at the local level (BPS, 2023; ILO, 2024; Women, 2023).

## **IMPLEMENTATION AND METHOD**

### **Implementation of Community Service Activities**

This community service program was implemented in Rumbai District, Pekanbaru, specifically at the community multifunction hall located on Jalan Pramuka, Limbungan, Rumbai. The activity was conducted in a scheduled manner following prior coordination with community partners to ensure alignment between the program objectives and participants' availability (Supeno et al., 2025).

The participants of this program were approximately 100 housewives (Ibu Rumah Tangga/IRT) residing in Rumbai District. The selection of participants

was based on their socio-economic background, where most participants were categorized as lower- to middle-income households with limited access to formal employment opportunities. In general, the participants had a strong interest in improving household income but lacked sufficient entrepreneurial knowledge and technical skills to initiate home-based businesses.

The implementation period included stages of preparation, execution, and post-activity mentoring. During the preparation stage, the community service team coordinated with local stakeholders to determine the activity schedule, prepare training materials, and organize tools and raw materials for the dishwashing liquid production training. The execution stage focused on delivering counseling sessions and hands-on training, while the post-activity stage emphasized mentoring and follow-up guidance to support participants in applying the acquired skills sustainably.

### **Methods of Community Service**

The community service employed an educational-participatory approach, combining counseling, skills training, and mentoring to enhance participants' knowledge, skills, and entrepreneurial readiness. The methods applied in this program included:

1. Counseling Method

Counseling sessions were conducted to provide participants with foundational knowledge on entrepreneurship, home-based business opportunities, and the role of micro-enterprises in improving household economic resilience. This session aimed to raise awareness and motivation among housewives regarding the importance of entrepreneurship as an alternative source of income.

2. Technical Instruction Method

Participants received structured instruction on the basic principles of dishwashing liquid production, including the introduction of raw materials, equipment, formulation processes, and safety procedures. In addition, guidance on simple product packaging and labeling was provided to enhance product attractiveness and marketability.

3. Hands-on Training Method

Practical training was carried out through direct demonstrations and participant involvement in the dishwashing liquid production process. This method allowed participants to actively practice each step of production, ensuring skill acquisition and increasing confidence in producing the product independently.

4. Discussion and Interactive Method

Interactive discussions were facilitated to encourage participants to share experiences, ask questions, and discuss potential challenges in implementing the business at the household level. This method supported knowledge exchange and problem-solving among participants.

5. Post-Activity Mentoring

Post-training mentoring was conducted to provide guidance and support after the completion of the activity. This stage aimed to strengthen participants' commitment to entrepreneurship, assist in overcoming

initial business challenges, and encourage the sustainability of the dishwashing liquid business as a productive household enterprise.

### **Training Materials**

The training materials delivered during the community service activities included:

- Introduction to entrepreneurship and home-based business opportunities;
- Basic concepts and procedures for dishwashing liquid production;
- Product packaging and simple branding strategies;
- Practical production of dishwashing liquid;
- Basic business orientation for household-scale enterprises.

## **RESULT AND DISCUSSION**

### **Results of the Activity**

The community service activity in the form of counseling and training on dishwashing liquid production as an entrepreneurial opportunity for housewives in Rumbai District was implemented smoothly and in accordance with the planned program. All stages of the activity, including planning, coordination with community partners, scheduling, and the implementation of counseling and training sessions, were carried out as intended.

The partners and participants demonstrated a high level of participation throughout the program. This was reflected in full attendance, active engagement during discussions, and serious involvement in each stage of the training process. Such enthusiasm indicates that the topic of the community service activity was highly relevant to the needs and socio-economic conditions of the participants.

Evaluation of the activity was conducted in two stages: during the implementation and after the completion of the activity. Evaluation during the program was carried out through direct observation by the community service team to assess participant involvement, activeness, and responses to the delivered materials. Post-activity evaluation was conducted by observing the outcomes of participants' practical work and administering a simple questionnaire to assess participants' understanding and satisfaction with the activity.

The evaluation criteria included participants' awareness and enthusiasm in attending the activity, their understanding of entrepreneurial concepts, and their ability to independently practice the dishwashing liquid production process. Based on the evaluation results, most participants were able to understand the delivered materials and successfully practice the steps of dishwashing liquid production.

Participants were also provided with a training module containing materials on entrepreneurship, home-based business opportunities, product packaging, and the tools, materials, and procedures for producing dishwashing liquid. Prior to the training, the community service team conducted a trial of the product formulation to obtain an optimal composition, ensuring that the resulting product met quality standards and was suitable for use and potential marketing.

### **Discussion**

The implementation of this community service activity was divided into two integrated sessions: a counseling session and a practical training session. This

structure aimed to ensure that participants gained not only theoretical knowledge but also practical skills that could be directly applied.

#### Session 1: Counseling and Discussion

The first session focused on counseling and discussion activities involving all participants. The materials presented included basic entrepreneurship concepts, home-based business opportunities, and an introduction to fundamental principles of product production and packaging. The objective of this session was to broaden participants' understanding of entrepreneurship as an alternative source of household income and to foster interest and motivation to engage in entrepreneurial activities.

Based on the discussion and question-and-answer sessions, participants demonstrated a good understanding of entrepreneurship concepts, particularly regarding business opportunities that can be initiated from home with limited capital. Participants also began to recognize the importance of proper product packaging as a supporting factor in enhancing product attractiveness and market value. The interactive discussions provided opportunities for participants to share challenges, experiences, and expectations related to starting home-based businesses.

The outcomes of this session indicate that participants developed a clearer understanding of the initial steps required after the completion of the community service activity, enabling them to plan economic activities that could contribute to household needs and improve family welfare.

#### Session 2: Practical Training

The second session consisted of practical training on dishwashing liquid production. During this session, participants received a brief explanation of the production stages, followed by hands-on practice in producing dishwashing liquid in groups. Participants were directly involved in the processes of mixing ingredients, stirring, and packaging the product.

This practical training aimed to enhance participants' technical skills so that they could independently produce dishwashing liquid. Observations showed that participants were able to follow each step properly and successfully produce dishwashing liquid according to the provided formulation. In addition, participants received guidance on simple packaging techniques as an initial step toward preparing the product for market distribution.

The results of the practical training session demonstrate that a hands-on approach is effective in improving participants' skills and self-confidence. Activity documentation, including daily notes and photographs, serves as supporting evidence of the successful implementation of this community service program.

The active involvement of participants during the community service activities was reflected in the direct participation of housewives in the practical dishwashing liquid production process and their ability to produce the product independently. Participants not only followed the instructions provided but were also engaged in every stage of the production process, ranging from raw material mixing to product packaging. Documentation of these activities is presented in Figures 1 and 2.



Figure 1. Hands-On Practice of Dishwashing Liquid Production by Community Service Participants in Rumbai District



Figure 2. Final Dishwashing Liquid Products And Participant Involvement After the Training Activities

Figure 1 illustrates the hands-on practice of dishwashing liquid production actively participated in by the trainees, while Figure 2 presents the final products successfully produced after the training session. This documentation demonstrates that practice-based training methods are effective in enhancing participants' technical skills and self-confidence. These findings further reinforce the conclusion that participatory approaches are effective in promoting the economic empowerment of housewives through home-based enterprises.

## CONCLUSIONS AND RECOMMENDATION

### Conclusions

Based on the implementation and outcomes of the community service program on dishwashing liquid production training for housewives in Rumbai District, several conclusions can be drawn. First, the community service activities

were successfully implemented according to the planned stages, including counseling, hands-on training, discussion, and post-activity mentoring. The high level of participation and enthusiasm demonstrated by the participants indicates that the program addressed relevant community needs.

Second, the training effectively enhanced participants' knowledge and understanding of entrepreneurship, particularly regarding home-based business opportunities with low capital requirements. Participants gained new insights into the principles of small-scale production, product packaging, and the potential economic value of dishwashing liquid as a household necessity.

Third, the hands-on, practice-based training approach proved effective in improving participants' technical skills and self-confidence. Most participants were able to independently practice the dishwashing liquid production process and produce usable products, indicating successful skill transfer. This outcome confirms that participatory and experiential learning methods are suitable for empowering housewives in community-based entrepreneurship programs.

This community service initiative contributed to strengthening the economic empowerment of housewives by providing practical skills that can be directly applied as an additional source of household income. The program also supported the development of productive, independent, and economically active communities at the local level.

### **Recommendation**

Based on the conclusions above, several recommendations are proposed. First, similar community service programs should be conducted on a continuous basis with broader coverage to reach more housewives and other vulnerable community groups. Sustainability can be enhanced through periodic mentoring and follow-up assistance to support participants in developing their businesses.

Second, future programs are recommended to include additional components such as simple financial management, cost calculation, pricing strategies, and basic marketing techniques, including digital marketing, to improve business viability and competitiveness.

Third, collaboration with local government institutions, cooperatives, or microfinance organizations is recommended to facilitate access to capital, business licensing, and wider market networks for participants who wish to commercialize their products.

The training model applied in this program can be replicated and adapted in other communities with similar socio-economic characteristics as a practical approach to strengthening household economies and promoting inclusive, community-based entrepreneurship.

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