



Strengthening Self Capacity of ex-Localization of Prostitution Community at Bangunsari Surabaya for Economic Independence through Asset Based Community-Driven Development (ABCD) Approach

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Abstract: *The closure of Bangunsari prostitution localization had a major impact on the economic point of view and lives of the social community in the Bangunsari area and its surroundings. The efforts carried out by Surabaya City Government in providing severance pay and skills training to ex-localization of the prostitution community have not yet restored their economic conditions. The purpose of this community service is to improve the economic independence of the affected community members through strengthening their self capacity. The method used in this community service is the Asset-Based Community-driven Development (ABCD) approach. The results of this Community Service are that the community members: can finally be economically independent by developing assets through the culinary, able to market the product through social media, develop participation in community service programs that have been held, and live a better social life after the closure of prostitution localization at Bangunsari.*

Introduction

Since the closure of localization of prostitution at Bangunsari, there has been a change in the pattern of social life and economic poin of view at Bangunsari community, between the existence of this prostitution localization and the closure of localization of prostitution in the area. Because the existence of localization of prostitution at Bangunsari, many people surrounding the place depend on localization of prostitution ecocomically. Furthermore, the economy of the community members is also increasing and prosperous when it has localization of prostitution. Before the closure of localization of prostitution, the people in Bangunsari worked as WTS (46%), GM (10%), guesthouse owners (18%), karaoke bars (5%), parking attendants (15%), and pedicab drivers (7%)¹. When the Surabaya City Government closed this localization of prostitution at the end of

¹Indra Pratama, "Dampak Penutupan Lokalisasi Bangunsari Terhadap Kondisi Sosial Ekonomi Masyarakat Bangunsari Krembangan, Surabaya," *Swara Bhumi* 1, no. 2 (2016).

2012², people who depended on that localization of prostitution rejected the policy, this was because their work that depended on the localization of prostitution would be disturbed. The loss of customers in food stalls, alcoholic stalls and department store around Bangunsari was an impact after the closure of localization of prostitution. Then the rental prices of the house in Bangunsari had also reduced because that place at this time was not strategic and that was not as crowded as before the place closed. The consequences of the closure of this localization of prostitution was not only on the economic of prostitute, but also for people around Dupak Bangunsari and it also had effect on social life of the community³. Consequently, they had difficulty to continue their family life because of social punishment from other communities⁴. This social punishment could be in the form of physical punishment (deprivation of physical freedom), psychological punishment (shy because of ex-prostitution workers), and economic punishment (loss the opportunity to get money because they loss jobs)⁵.

Based on the previous research, the closure of localization of prostitution at Bangunsari caused the economic condition of Bangunsari community declined in terms of income and family prosperity. monthly income before closing the localization of prostitution was about Rp 37.152.500,- and after closing the localization of prostitution was about Rp 8.263.500,- it could be seen clearly that there was decrease in community's income at Bangunsari before and after closing the localization of prostitution. This condition of income also affected family prosperity in terms of clothing. Before the localization was closed, 100% of respondents answered that the needs of cloth was sufficient, after the localization was closed, 55% of respondents answered that the needs of food was not sufficient. The ability to fulfill the need of food also decreased, Before the localization was closed, 100% of respondents answered that the needs of food was sufficient, after the localization was closed, 55% of respondents answered that the needs of food was sufficient and 45% of respondents answered that the needs of food was not sufficient. Then it also affected the needs of entertainment. Before the localization was closed, 100% of respondents answered that the needs of entertainment was sufficient, while after the localization was closed, 20% of respondents answered that the needs of entertainment was sufficient. After the closure of localization, the income of people who worked in localization of prostitution activities has decreased and it affected the ability

²Erina Khoirunnisa, "" Potret Pro-Woman Policy"(Studi Tentang Pengaruh Tingkat Kemiskinan Terhadap Tingkat Partisipasi Eks Wanita Tuna Susila Dalam Program Pemberdayaan Eks Lokalisasi Di Dupak Bangunsari Kota Surabaya)" (Surabaya: Universitas Airlangga, 2016).

³Agung Bayu Murti et al., "Pemberdayaan Masyarakat Pasca Penutupan Lokalisasi 'Moroseneng' Di Kecamatan Benowo Kota Surabaya," *Prosiding Konferensi Nasional Pengabdian Kepada Masyarakat dan Corporate Social Responsibility (PKM-CSR)* 2 (2019): 1403-1407.

⁴ Muh Barid Nizarudin Wajdi, "Rumah Aman'(Lembaga Berbasis Moral Dan Karakter), Fenomena Patologi Sosial Prostitusi Anak Dibawah Umur Di Lokalisasi Guyangan Nganjuk," *At-Tahdzib: Jurnal Studi Islam dan Muamalah* 6, no. 2 (2018): 78-93.

⁵Hera Wahyuni, "PSK Dan Tekanan Sosial Pasca Penutupan Gang Dolly Surabaya," *Personifikasi* 5, no. 1 (2014): 1-18.

to fulfill the cost of education, it was not sufficient⁶. In this case, the children's school needs are the most important thing for them to work. The children will only increase the unemployment rate when they do not get adequate education. because they do not have skills in working.⁷

The closure of localization of prostitution at Bangunsari did not solve the problem, but it created more complex problems. It was not only economic and social problems that had to be considered as the impact of localization closure of prostitution at Bangunsari, but also the rejection from prostitute also should be considered because they lost their job⁸. This condition would also create an illegal prostitution or undercover prostitution with some modes such as, massage therapy, spa and sauna, even Entertainment place¹⁰.

The spread of illegal prostitution had an impact on the risk of spreading HIV / AIDS. This was supported by the results of Purwaningsih's research entitled "Analysis of VCT Usage Factors on High Risk People with HIV / Aids" based on an interview with a doctor at Dupak Community Health Center on May 10, 2011, It was known that the working area of Dupak Community Health Center includes Dupak and Morokrengan with a population around 79,000 and it included around 3.000 head of the urban family, in that area, it was estimated that there were around 600 prostitute, it consisted of 250 prostitute at Dupak and 350 prostitute at Tambak Asri, and around sekitar 10% of prostitute in that area had been infected with HIV. Furthermore, nowadays the usage of VCT in Community Health Center of Dupak was for prostitute only. Doctor in Community Health Center of Dupak stated that there was around 95% people who had high risk out of prostitute such as customers, high risk men, and a couple who had high risk that did not to do VCT with any reasons such as they were afraid with positive test result, or the they thought that they were not infected¹¹.

Basically, the Surabaya City government had provided severance pay to prostitutes and pimps. In addition, the government had also provided skills prostitutes

⁶Moh. Harun Al Rosid et al., "Pemberdayaan Mantan Mucikari Melalui Pemanfaatan Sampah Organik Dan Non Organik Pada Eks Lokalisasi Padang Pasir Rogojampi Banyuwangi," *Engagement : Jurnal Pengabdian Kepada Masyarakat* 1, no. 1 (2017): 28-47; Pratama, "Dampak Penutupan Lokalisasi Bangunsari Terhadap Kondisi Sosial Ekonomi Masyarakat Bangunsari Krengangan, Surabaya."

⁷Pratama, "Dampak Penutupan Lokalisasi Bangunsari Terhadap Kondisi Sosial Ekonomi Masyarakat Bangunsari Krengangan, Surabaya."

⁸Adis Puji Astuti, "Kebijakan Walikota Surabaya Dalam Penutupan Lokalisasi Dolly Surabaya Tahun 2014" (Jakarta: Fakultas Ilmu Sosial Dan Ilmu Politik UIN Syarif Hidayatullah, 2017).

⁹Putri Cahya Rosyadah, "Pemberdayaan Masyarakat (Mantan Pekerja Seks Komersial Dan Warga Terdampak) Dalam Memperbaiki Perekonomian Melalui Program Rumah Kreatif 'Kembang Melati' Di Jalan Bangunsari Kelurahan Dupak Kecamatan Krengangan Kota Surabaya," *Publika* 4, no. 9 (2016).

¹⁰H Maimanah, "Strategi Pemerintah Kota Surabaya Dalam Memberdayakan Masyarakat Pasca Penutupan Lokalisasi (Studi Kasus Pada Masyarakat Di Jalan Tambak Asri Kelurahan Morokrengan Kecamatan Krengangan Kota Surabaya)," *Publika* 6, no. 2 (2018).

¹¹Purwaningsih Purwaningsih, Misutarno Misutarno, and Siti Nur Imamah, "Analisis Faktor Pemanfaatan VCT Pada Orang Risiko Tinggi HIV/AIDS," *Jurnal Ners* 6, no. 1 (2011): 58-67.

and pimps. However, the training needed follow-up. It was lack of follow-up and evaluation after training held, while they still needed a training about marketing a product. Consequently, during this time after training, the community has produced a lot of products, but they cannot sell the products in the market¹².

As a result, it is necessary to strengthen self capacity through economic independence. Capacity building is an ongoing effort to develop self capacity in doing a business¹³. The internal factors in strengthening self-capacity are motivation and creativity development, whereas the external factors are capital assistance, training and equipment from the government as well as guidance from Village Building scholars (*Sarjana Membangun Desa* or SMD)¹⁴. Furthermore, There are other factors influence capacity development, they are shared commitment, leadership, institutional reform, regulatory reform, innovation, participation¹⁵¹⁶.

This community service did not only focus on mentoring in strengthening self capacity. but also led to economic empowerment of ex-localization of prostitution community at Bangunsari. The focus of this community service was to invites the community at Krembangan area as a subject (agent) who provided intervention to the object of this community service, the objects were the prostitutes who were partners for empowerment. In this community service, there were 30 communities which were being partners. These communities consisted of 4 ex-pimps, 6 ex-prostitutes, and 20 affected residents who used to work as sellers in that area such as people who sold food in the house, catering, street vendors and nowadays they work temporary¹⁷.

There were several reasons for choosing the subject at the ex-Localization of Prostitution at Bangunsari in Surabaya, one of the reasons was that the condition of the assisted community is currently very complex. The problems are: (1) economy is the main problem faced by prostitutes, the money given by the government of Surabaya city is not enough to meet their needs after the closure of localization of prostitution, even they still demanded the government to re-open the localization of prostitution, because they cannot work outside of the localization of prostitution, if they tried to work outside of localization of prostitution, they needed certain certificate, while some of the ex-prostitutes were drop out of school, they also did not have special skills and also did not have the capital to open a new business; (2) There were many prostitutes who preferred to stay and carry out their jobs secretly, either working as prostitutes or cafe owners who

¹²Data Primer (2019).

¹³Anni Milen, *Pegangan Dasar Pengembangan Kapasitas, Pondok Pustaka Jogja* (Yogyakarta: Pondok Pustaka Jogja, 2004).

¹⁴Fani Kariena Harfina, "Peranan Kelompok Dalam Mendukung Pengembangan Kapasitas Wanita Pedesaan," *Students e-Journal* 6, no. 1 (2017).

¹⁵Riyadi Soeprapto, "Pengembangan Kapasitas Pemerintah Daerah Menuju Good Governance," *Jurnal Ilmiah Administrasi Publik FIA Universitas Brawijaya, Nomor 4* (2003): 2003.

¹⁶Novi Risca Amalia, "Pengembangan Kapasitas Masyarakat Terdampak Penutupan Lokalisasi Jarak-Dolly Oleh Pemerintah Kota Surabaya" (Universitas Airlangga, 2018).

¹⁷Data Primer.

used to be pimps, even soem of them who had husbands, but they still carried out their profession as prostitutes; (3) they did not have ability in marketing the products they had produced. Community service programs had been given to ex-localization of prostitution community by several stakeholders, but the programs had not gone well because there was problems in marketing; (4) The low participation of assisted subjects in community service programs that have been held by stakeholders. The existence of the Creative House “*Kembang Melati*” should be a forum for the community around Bangunsari to take part in improving economic welfare. However, the community groups are only active at first, then stop halfway; (5) The social condition is is not good for prostitutes and pimp because the public's opinion on prostitutes and pimp is very negative. It is caused the prostitutes and pimp are formed as a marginalized group. This also affects the employment and entrepreneurship opportunities that prostitutes and pimps have produced. The prostitutes and pimps have difficulty to find jobs and promoting their products.

The purpose of this community service is by strengthening the self capacity of the community, it is hoped that the community have economically independent, they also have special skills through the training provided; transition of professions by conducting conversions from material to non-material; they are able to market the products they have produced; high participation of assisted subjects in community service programs that have been held by stakeholders; and social life is getting better. It means that the program can change the stigma of society, ex-localization of prostitution community can work and have certain skill, and they have regret for their mistakes, so the society does not see them as “*sampah masyarakat*” (a community that do not have role in society).

Method

The method used in this community service is to Asset Based Community-driven Development (ABCD) approach. The ABCD approach is assistance that leads to the context of understanding and internalizing assets, potentials, strengths, and empowerment independently and maximally. The principle of the community service by using this approach is based on the assets or potentials of the community has, not from problems.¹⁸ The efforts in developing economic of the community independently are by placing assisted communities as an objects to find out their strengths and all their potential assets to be utilized.

Asset Based Community-driven Development (ABCD) approach used in this

¹⁸Tim, *Panduan KKN ABCD, UIN Sunan Ampel Surabaya: Asset Based Community-Driven Development (ABCD), Pusat Penelitian Dan Pengabdian Pada Masyarakat* (Surabaya: SAP Pressfile:///C:/Users/LENOVO/Downloads/scholar (16).ris, 2016); Mei Lina, Fitri Kumalasari, and Abdul Muhid, “Community Mentoring Through Efforts to Use the Waste of Cow Dung into Biogas and Organic Fertilizer towards Energy Independent Society,” *ENGAGEMENT: Jurnal Pengabdian Kepada Masyarakat* 04, no. 01 (2020): 1–13.

community service progra has the following steps, they are discovery, dream, design, and destiny. By doing these 4 steps, it is hoped that ex-localization of prostitution at Bangunsari community can develop assets in order to increase their capacity towards economic independence. The first step is define. At this stage, the head of RW, RT, PKK administrators, religious leaders, community leaders, local leaders, *Ikatan Da'i Area Lokalisasi* (IDEAL) Public Relations, and *Karang Taruna* (Young Men and Women Community in Village) describe the process and determined the changes they want, then the team of community service program with local leaders, religious leaders, *Rukun Warga* (RW), and community leaders determine positive activities which are wanted and needed by the affected community through Focus Group Discussion (FGD) about Asset Management. The next step is discovery. This step is to explore the experiences of success stories and community failures in building the economy.

In this step, the community service team takes some approaches to be able to close with ex-localization of prostitution at Bangunsari community through the following activities:

Asset Mapping

Identifying asset, strength, and potential which the community has by doing the following steps:

Appreciative Inquiry

Appreciative Inquiry at Bangunsari is done by doing Focus Group Discussion (FGD) about Asset Mapping of ex-Localization of prostitution at Bangunsari-Dupak-Krembangan Surabaya which was held on August 4, 2019, in Pondok Pesantren and Taman Pendidikan Islam (TPI) "Raoudlotul Khoir" Bangunsari. Based on the asset mapping, it is found that some members of community work to sell food, for instance Mrs Lastri sells *Gado-gado* (types of traditional food in Indonesia made from rice and vegetables) and *Martabak Mie* (types of noodle), Mrs Bu Santi also sells types of drinks. Then Mrs Rindah who rent shop 4 million/year, she sells *Gorengan* (cake that is made by frying). Moreover, team of community service program give a chance to the community to come forward and tell their success and their dream. Then Mrs Wiwik tells her success story and her dream in the future in front of other participants. Mrs wiwik told that she ever sold any varieties of food, but she thought that there was a decline on omset, so she closed the business. Then based on the interview with Mrs Hamidah (one of community members), she told about REA – REO sauce product that was popular at that time. REA – REO sauce product ever got runner up in culinary exhibition of ex-Localization of prostitution in Surabaya City and this product was in demand in India. Most of Bangunsari community depends on selling.



Picture 1. Focus Group Discussion about Asset Mapping

Community Mapping

Community mapping was done by gathering with community of ex-localization of prostitution at Bangunsari. The meeting was done in one of religious leader's house by doing Focus Group Discussion (FGD). In FGD the team of community service involved the head of RW, RT, religious leaders, community leaders, local leaders, IDEAL Team, PKK, and ex-localization of prostitution community. The purpose of Focus Group Discussion (FGD) was to gather the community and improve knowledge data of geospasial, and it can improve knowledge and potential community assets of ex-localization of prostitution.

Based on the results of the community asset mapping, it can be concluded that Bangunsari has many assets which can be utilized for economic sustainability. The assets are Bangunsari Public Garden, RW Meeting Hall, Bangunsari community health center, school, market, Sale Center of Surabaya, Turi Market, Suraaya Station, and some people also have their own shop.

Transect

This step is done in order that the empowerment given is correct when it is implemented in the field using the transectoral method. Mapping of the area in Bangunsari was carried out together with local leaders and several ex-localization of prostitution community at the same time when FGD was done, where the community describes the situation in the area that can support in increasing community assets. Tracing the assisted areas is also carried out through direct exploration by going out in the field, going around the area. Then the team of community service describe area plan of ex- Localization of prostitution at Bangunsari.

Bangunsari is one of the districts in north Surabaya, its territory includes land and water area. Administratively Bangunsari is under Krembangan district, it consists of 5

villages, 48 RW, and 393 RT. There are five villages that are included in Krembangan. They are South Krembangan, Kemayoran, West Perak, Dupak and Morokrembangan. The number of households with brothels / massage therapy / cafes / entertainment place is no longer comparable, with 95% of households and 0.5% of brothels/massage parlors/cafes/entertainment places. Total numbers of households are 605 and Total numbers of brothels are 82.

Mapping of Associations and Institutions

There are associations or small groups in Bangunsari, such as groups of food vendors (stalls), and there are also illegal prostitution groups. In addition, the community collaborates with TPI Raudlotul Khoir Bangunsari to hold *pengajian* (activity to read religious book together) routinely once two weeks. Not only housewives, the children of Bangunsari community also learn to read the al-Quran in TPA class every day, except on Thursdays, they are off.

Individual Inventory Skill

Instruments that can be used for individual inventory skill are questionnaire, interview, and focus group discussion. Individual skills owned by ex-prostitutes, ex-pimps and other groups of the community around Bangunsari are some skills that have been given by the local government, they are making cakes, cooking, making doormats from plastic waste, the ability to make *batik*, handicraft, singing and etc.

Financial Circulation

There is an imbalance between income and expenditure in Bangunsari, where expenditure is bigger than income. They produce the product periodically, but they are lack of sales and marketing. Consequently, some prostitutes and pimps return to their old profession secretly (illegal prostitution).

The main job of Bangunsari people is as traders. The main income is from selling. People have a small shop in front of their house. Others are as housewives.

Priority Scale

Based on the individual skills owned by the Bangunsari community that have been discussed together to find a priority scale, it is found that the priority scale is marketing. Therefore, entrepreneurship Training will be carried out. By doing Entrepreneurship Training, it is hoped that the assisted community will have additional skills, such as product design, packaging, and the marketplace. In addition, spiritual reinforcement, motivation and mindset change are also given as introduction to stimulating enthusiasm. In addition, a Culinary Bazaar was also held, as an effort to promote the products of assisted communities.

Preparation of the Program

After FGD about mapping assets together with community, we found assets owned by the community, then the assets are developed based on bottom-up technique, that is a

techniques used based on the the community or society. The needs of community is to develop their capabilities and other supporting assets. Training on capacity building in entrepreneurship is a common need of the community. This community empowerment is for the sake of increasing economic welfare which has been lost. It is hoped that this assisted community can rise again to improve the standard of living in the family and community through Entrepreneurship Training. The assisted groups in the training will receive material on how to do marketing techniques correctly, effectively, and efficiently and keep up with the latest market. One of them is how to do online selling through the marketplace.

At the final step in this community assistance is to Promote excellent Products in the Culinary Bazaar event at Bangunsari Public Garden area. Community Culinary Bazaar will increase the confidence of the assisted groups to learn and to compete in the world of the culinary market starting from the RW level. Besides that, it can improve or develop the knowledge they have gained during the training.

Implementation of the Program

The implementation of community service began based on Focus Group Discussion (FGD) on Asset Mapping of ex-Localization of Prostitution at Bangunsari on Sunday, August 4, 2019. Based on the results of Focus Group Discussion (FGD), it was found that the community already had individual skill on culinary. The assisted community - totaling 30 people consisting of women and men - agreed to receive training and assistance on asset development in the marketing sector of culinary products that they had received at the beginning of the closure of localization of prostitution.

The activity was continued with Entrepreneurship training - which was held on Thursday, August 8, 2019 at 18.30 WIB at TPI Roudlotul Khoir Bangunsari Jalan Alu-Alun Bangunsari No. 7A Dupak Bangunsari Krembangan Surabaya. This activity was attended by 30 people from assisted community, local leaders chaired by Mr. H. Muhammad Gatot Subiantoro as well as PR IDEAL (Association of ex- Localization of Prostitution Indonesian Da'i), religious leaders attended by Kyai Drs. H. Muhammad Khoiron Syu'aib as the head of TPI Roudlotul Khoir Bangunsari and IDEAL Executive. In addition, this activity was also attended by the head of RT, the chairman of RW V Bangunsari Village, IDEAL administrators, youth organizations and students of Psychology and Health Faculty and students from the Environmental Engineering Study Program, Faculty of Science and Technology UINSA.

The highlight of this community service is the promotion of their excellent product at the "Launching of the UINSA Assisted Community through Bangunsari Culinary Bazaar". This launching is a form of sustainability in mentoring the ex- localization of prostitution at Bangunsari community by Community Service team with Faculty of Psychology and Health UINSA to Bangunsari assisted community. Through this Culinary Bazaar, the assisted communities can display food products that they process by themselves with attractive appearance and packaging. In addition, they are also able to

promote their products through social media and marketplaces. The aim of this program is to announce that ex-localization of prostitution community exist, especially in the RW V area, and the hope is that people in Surabaya and even Indonesia will love the food products of ex-localization of prostitution at Bangunsari assisted community. One of the most popular food products is *Sambal Reo-Reo* from Bangunsari assisted community. Bazaar displayed more than 30 food products.

The promotion of the product is also broadcasted on electronic media local television, namely TV 9 in order to disseminate marketing targets, which are expected to reach all regions of East Java. The promotion was included in TV9's "Jurnal Siang" program which was broadcasted on October 7, 2019 at 12.00 WIB and "Jurnal Petang" at 18.00 WIB.

Network Strengthening

Network strengthening activities involve all relevant stakeholders who are expected to facilitate the creation of network media that can strengthen networks. Stakeholders who will be involved in this program are the Surabaya City Government, IDEAL (Ikatan Da'i Ex Localization of prostitution), Islamic Boarding School Roudlotul Khoir Bangunsari, PKK RW V Dupak Bangunsari Village, Management of RW V Dupak Bangunsari Village, and UINSA students. Several stakeholders are involved to increase the marketing of the products that have been produced by all assisted members

Evaluation

Evaluation needs to be carried out in every activity program to see whether the program we have implemented is running well and effectively.



Picture 2. Meeting for Evaluation of Work Plan

Result

Krempangan Subdistrict, Dupak Village, Bangunsari, is one of the sub-districts in the northern part of Surabaya, its territory includes both land and water areas. Administratively, Krempangan consists of 5 villages, 48 RW and 393 RT. The five villages

are South Krembangan, Kemayoran, West Perak, Dupak and Morokrembangan. Dupak Bangunsari currently has 4,179 people.

Dupak Bangunsari is close to Tanjung Perak, east of Margomulyo, besides that Dupak Bangunsari is also close to the *Tugu Pahlawan* Monument, Kotamadya or *Surya* Park and *Pasar Turi* Station. This place is an important place in Surabaya. For example, Tanjung Perak is the largest passenger and cargo port in East Java. Meanwhile, Pasar Turi is the largest selling place for goods and services, both wholesale and retail in Surabaya. The distance from Bangunsari to Pasar Turi is about 2.8 km, while Bangunsari to Tugu Pahlawan Monument is about 3.8 km. The population of Krembangan District on 2018 was 53,048 for men, while women 53,616 people (BPS, 2018).

The community facilitation process that can facilitate the empowerment program carried out by the community service team to the affected communities in the ex-Localization of prostitution at Bangunsari is as follows: Make group and individual work plans. The training is provided based on the needs of the community. The community service program is the first reference in the implementation of skills training for ex-localization of prostitution at Bangunsari community. Based on the first objective, that is to be able to revive the economy which had declined due to the closure of ex-localization of prostitution by Surabaya City Government.

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The object of community service is 30 people from 15 RT in RW V of Dupak Bangunsari Village, Krembangan District. The first community service plan is 30 culinary team members were divided into 5 groups, in which each group has a group leader. Each group leader is fully responsible for the members of this community service program. In this community service program, the community service program team not only empowers the community, but they also mobilizes local leaders, religious leaders, community leaders, RT, RW, and PKK. Local leaders play a role in mobilizing residents to be able to increase their self capacity through training provided by the community service program team. PKK plays a role in assisting community service team in the training process. Religious and community leaders play a role in supporting both socially and spiritually. RT and RW as facilitators in their role as the lowest officials in the government.

After the asset mapping, it was known that the local community needs entrepreneurship training. This Entrepreneurship Training has been carried out based

on the plan agreed upon by the group. This entrepreneurship training consists of product design, packaging, and the marketplace. In addition, entrepreneurship training also begins with strengthening self capacity in spiritual matters, motivation and mindset change, these three things must be raised first before increasing self capacity.

This activity was attended by 30 people from assisted community, local leaders chaired by Mr. H. Muhammad Gatot Subiantoro as well as PR IDEAL (Association of ex-Localization of Prostitution Indonesian Da'i), religious leaders attended by Kyai Drs. H. Muhammad Khoiron Syu'aib as the head of TPI Roudlotul Khoir Bangunsari and IDEAL Executive. In addition, this activity was also attended by the head of RT, the chairman of RW V Bangunsari Village, IDEAL administrators, youth organizations and students of Psychology and Health Faculty and students from the Environmental Engineering Study Program, Faculty of Science and Technology UINSA.

This training presents keynote speakers who are competent in the field of entrepreneurship, both online and offline. In this case Mrs. Shinfi as the first main speaker about spirituality, motivation, and the importance of entrepreneurship based on the point of view of religion and market industry. In addition, Mr. Ahmad Nahidlul U., S.Kom as the second main speaker about marketplace, product design, and packaging. In this training, the community prepares the assets they already have. In this case, they prepare the cooking products or cakes that they have made. Then they bring the food or cake to the training program. Then keynote speakers provide assessment and suggestions on taste, appearance, cleanliness, and packaging quality. After that, the main speaker trains them to make pictures from various angles where the angles are the most interesting to see and attract consumers. In this training, they still use cellphone cameras. Then they upload the image on social media or the marketplace. It is one of the training materials. The main speaker trains the community to be more familiar with the online world, even though most of them are not young anymore or some of them are even elderly. However, their enthusiasm or their motivation is extraordinary in this program.



(a)



(b)

Picture 3. (a) Keynote Speaker on enterpreneurhip training;
(b) Photo together after training program

In addition, there are already some of community members who have started selling by using social media (WhatsApp). Mbak Riya, as she is called, has created an online sales group on WhatsApp with the name “Warung Mbak Riya”. Mbak Riya sells *Martabak Telur Mini @ 1000* and *Fried Papeda @ 1000*.



Picture 4. Online Social Media Group for Selling of Community

In addition, the motivation training was held on Thursday, 17 October 2019. This activity was held at TPI Roudlotul Khoir Bangunsari, Jalan Alun - Alun Bangunsari No 7A, Surabaya. The materials provided in this training are entrepreneurial goals, self-motivation, trading is worship, and action. This material was delivered by Shinfi Wazna Auvaria. Motivation training is carried out in order that the community has a strong intention in entrepreneurship. In addition, it also opens the participant's way of thinking to always be enthusiastic in looking for opportunities, not waiting for opportunities.



Picture 5. Motivational Training Situation

After attending this training, the participants felt very excited about doing their business. It can be seen from the number of participants who provide feedback to the speakers, either in the form of questions or answering questions given by the presenters.

The highlight of this community service is the promotion of their excellent product at the "Launching of the UINSA Assisted Community through Bangunsari Culinary Bazaar". This launching is a form of sustainability in mentoring the ex-localization of prostitution at Bangunsari community by Community Service team with Faculty of Psychology and Health UINSA to Bangunsari assisted community. Through this Culinary Bazaar, the assisted communities can display food products that they process by themselves with attractive appearance and packaging. In addition, they are also able to promote their products through social media and marketplaces. The aim of this program is to announce that ex-localization of prostitution community exist, especially in the RW V area, and the hope is that people in Surabaya and even Indonesia will love the food products of ex-localization of prostitution at Bangunsari assisted community. One of the most popular food products is *Sambal Reo-Reo* from Bangunsari assisted community. Bazaar displayed more than 30 food products.

Table 1. Types of Food from the Community of ex-Localization of Prostitution at Bangunsari

| Group | Food Type | PiC |
|-------|---|----------------|
| I | Lontong Mie, Lontong Lodeh, Rujak Cingur, Mie Ayam, Bakso | Bu Pianah |
| II | Nasi Geprek, Sosis Lemper, Nasi Bakar, Sambel Rea-Reo, Kebab Daging | Bu Wiwik |
| III | Stik Mozarella, Keripik Kupil, Martabak Telur, Papeda Goreng, Gado-gado, Martabak Mie | Bu Rindah |
| IV | Aneka Kue Basah, Es Buah, Tahu Petis | Bu Hj. Sunarti |
| V | Aneka Minuman, Kerupuk Puli, Pisang Keju | Bu Santi |

The Culinary Bazaar was held on October 6, 2019, at RW V Bangunsari Hall. This bazaar is the highlight of the event from the community service of ex-localization of prostitution at Bangunsari. This bazaar is also an instrument for promoting community products. In order that this bazaar was known by many people, promotion was needed. Consequently, the community service team and the committee used social media, print media and electronic media in promoting this culinary bazaar and even this activity was covered by local television, namely TV9.



Picture 6. Entrepreneurship Product Promotion and Community Launching on “Jurnal Siang” Program of the TV9



Picture 7. Culinary Bazaar situation



Picture 8. Launching the Community Service of ex-Localization of Prostitution at Bangunsari

Discussion

Community service is an activity to improve the quality of human resources, such as broadening insight, knowledge and improving skills. Strengthening the self-capacity of ex-localization of prostitution at Bangunsari community to economic independence. This program was carried out through several activities.

In the asset mapping step, it was found that the ability of community is cooking skills, baking cakes or making food. These skills make a bridge in determining the program. If it is correct in classifying the program, it will match the potential of the unit¹⁹. However, the problem found was the marketing of the food they produced. This marketing is not optimal. Consequently, it is important to get additional knowledge about entrepreneurship. In line with previous research, building self-capacity through entrepreneurship requires high motivation and enthusiasm²⁰. By doing this entrepreneurship, it is able to become a new breakthrough in increasing self capacity towards economic independence²¹.

Entrepreneurship training is carried out to increase participants' knowledge in developing the business that they have done²². According to an economist, J.B Say (1803) states that entrepreneurs are those who are able to move economic resources from a low level of productivity to a higher one and produce something more²³

Marketing is needed for an entrepreneur. One of the marketing activities is by participating in the bazaar. Marketing is the process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return²⁴. According to KBBI, a bazaar is a market that is deliberately held for a period of several days. A bazaar is an activity concerning the exhibition and sale of handicrafts, food, and etc²⁵

The bazaar that is carried out by the community service team and the community is a culinary bazaar. The concept of bazaar was carried out lively to attract the attention of the surrounding community. In addition, Bazaar also provided a stage, a stand to display products, as well as door prices.

The community around Bangunsari was very enthusiastic in participating at this culinary bazaar, it was seen from the full booths of the participants and their sales were sold out. This high participation is in line with previous research which stated that

¹⁹Badariah, "Integrasi Pendidikan Karakter Dan Peran Guru Di Sekolah"; Rangga Sa'adillah Sandhy Atma Putra, "Pendidikan Karakter Dalam Perspektif KH Abdul Wahid Hasyim" (IAIN Sunan Ampel Surabaya, 2012).

²⁰Woro Utari, Karlin Karlin, and Wahyu Nugroho, "Pemberdayaan Karang Taruna Pada Wilayah Terdampak Penutupan Lokalisasi 'Moroseneng' Di Kelurahan Kandangan Kecamatan Benowo Kota Surabaya Provinsi Jawa Timur," *Prosiding Konferensi Nasional Pengabdian Kepada Masyarakat dan Corporate Social Responsibility (PKM-CSR)* 1 (2018): 1629-1637.

²¹Abdul Malik and Sungkowo Edy Mulyono, "Pengembangan Kewirausahaan Berbasis Potensi Lokal Melalui Pemberdayaan Masyarakat," *Journal of Nonformal Education and Community Empowerment* 1, no. 1 (2017): 87-101.

²²Ir Hendro, "Dasar-Dasar Kewirausahaan," *Jakarta: Penerbit Erlangga* (2011).

²³Suryana Yuyus and Kartib Bayu, *Kewirausahaan: Pendekatan Karakteristik Wirausaha Sukses* (Jakarta: Kencana Prenada Media Group., 2010).

²⁴Celina A Rompas, Victor P K Lengkong, and Merlyn M Karuntu, "Analisis Bauran Pemasaran Terhadap Keputusan Pembelian Mobil Daihatsu Ayla Pada Pt. Astra International Tbk. Daihatsu Cabang Martadinata Manado," *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* 5, no. 3 (2018).

²⁵"KBBI," <https://kbbi.web.id/Bazar>, n.d.

women in the ex- localization of prostitution at Bangunsari had very high participation in empowerment programs²⁶. Before the bazaar was held, in order to promote this event, the community service team made pamphlets and distributed them, both offline and online by utilizing social media such as Facebook and WhatsApp. In addition, the team also invited the Mayor of Surabaya, the Governor of East Java, the sub-district sector, villages, religious leaders, community leaders, officials, and the development community to attend this bazaar event to make it more festive and also this event can promote community products.

Motivation is an impetus, whether it comes from external or internal factors that make a person act or behave. Motivation can also be interpreted as the will to achieve status, power and recognition. Therefore, motivational training is considered as something important in this community service program. Consequently, the community can get a better life encouragement. This can be seen from one of the community participants, Mrs Hamidah, with her product REA REO sauce. According to her, this chili sauce product had been successful, she has participated in various kinds of culinary bazaars, food exhibitions, both held by private and government parties. In one of the government activities that invited delegates from outside Indonesia, it has many enthusiasts, one of which is from India. This chili sauce has also won runner up in a competition of culinary organized by the Surabaya city government. However, Mrs. Hamidah is currently experiencing a decrease in her enthusiasm in producing her products because when she registered for P-IRT she got many obstacles. However, after participating in this entrepreneurship training, Mrs. Hamidah feels excited about marketing REA - REO products again. This chilli sauce consists of 4 flavors, namely Ebi Sauce, Teri Sauce, Ikan Asin Sauce, and Rajang Sauce.



Picture 9. REA REO Sauce in Various Flavors

²⁶Khoirunnisa, "" Potret Pro-Woman Policy"(Studi Tentang Pengaruh Tingkat Kemiskinan Terhadap Tingkat Partisipasi Eks Wanita Tuna Susila Dalam Program Pemberdayaan Eks Lokalisasi Di Dupak Bangunsari Kota Surabaya)."

Conclusion

After carrying out the community service process, it can be concluded that ex-localization of prostitution at Bangunsari community is able to be economically independent after participating in entrepreneurship training; in the case of a transition of community professions, a sense of confidence has been built in developing assets through culinary; they have the ability to market products through social media.

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