

PROPOSED PROGRAM ?????

Author Name****

Summary: Development in Indonesia continues to be improved, especially in the economic equity through government policies that encourage cooperation at private institutions so that the process is faster growing independence given the vast territory of Indonesia. By optimizing the entrepreneurial activity entrepreneur. Government gives boost entrepreneurial establishment, development and marketing of product development, pay attention to human resources skills and improve capabilities in the field of technology.

To this end the researchers conducted the study and implementation of science and technology program for Community (IbM), especially in areas where people Jamhari Bandung still economically weak, with the title: Embroidery Craft IbM Payet Regional Veil Jamhari Bandung. Expected after guidance through the training program will be formed this IbM new independent entrepreneurs and support economic development in Indonesia.

The research method used descriptive qualitative method quasi experimental model of one-shot case study to find out whether the sequin embroidery craft training effect on the skills of mothers Households in the area Jamhari Bandung in making sequin scarf to supplement the family income. Population are mothers of family welfare education (PKK) members Jamhari Bandung area status Household mother as many as 20 people. Using sampling techniques saturated. Research instruments used interviews and observations. Descriptive statistical data analysis techniques.

Methods of implementation of activities carried out by creating a business plan with components; job description, job description, operational analysis, opportunity analysis, market and competitors, financial analysis and SWOT analysis.

1. INTRODUCTION

1.1 Background

Indonesia as a developing country continues to conduct development in all fields, such as in the economic, educational, political, social, cultural, technological, security, law and so on.

^{1.} Science Technology To Society (IbM) Craft Sulam Payet Veil Regional Jamhari Bandung

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But development is not just a plan without having a clear system, so the results are expected to be targeted and useful for the people of Indonesia. In the form of good oversight, effective financing and coordination with agencies / stakeholders. It is none other in order to avoid overlapping goals and interests and minimize the risks that might occur.

To this end the researchers conducted the study and implementation of science and technology program for Community (IbM), especially in areas where people Jamhari Bandung still economically weak, with the title: Embroidery Craft IbM Payet Regional Veil Jamhari Bandung. Expected after guidance through the training program will be formed this IbM new independent entrepreneurs and support economic development in Indonesia.

1.2 Identification of Problems

1. Development of Indonesia's development uneven
2. The extent of the territory of Indonesia
3. Accelerated development of the technology
4. Cooperation with the private sector
5. Community empowerment with improved skills
6. Increased technological capabilities
7. Increased independence of the entrepreneur

1.3 Limitation Problem and Paradigm Research

1. The area is restricted in the West Java city of Bandung Village Jamhari
2. In particular the PKK organization consisting of mothers Households that do not work
3. Provision of training craft sequin embroideries
4. The goal can be skilled and independent
5. Conducting entrepreneur through the production of embroidered sequin scarf

1.4 Problem Formulation

Whether there is a significant positive relationship between training craft sequins embroidered with sequins embroidery skills PKK Jamhari area Bandung?

1.5 Research Objectives

To determine a significant positive relationship between training craft sequins embroidered with sequins embroidery skills PKK Jamhari area Bandung

1.6 Usability Research

- a. For Readers: To broaden the activities of management innovation in community service activities.
- b. College: More encouraging ongoing community-based research.
- c. Researcher: Space for learn to develop knowledge through theory and practice.

2. BASIC THEORY, FRAME OF THINKING, HYPOTHESIS

2.1 Basic Theory

1. Socio-Economic Aspects

To carry out development in all areas of Indonesia also has some limitations, such as: the number of people that a lot of 237 641 326 inhabitants, has a fairly extensive region 1,919,440 which is divided into several provinces, each headed by the head of the region and the development of industrialization is still lacking.

From the economic side occurs retardation in the industry, as submitted by Drs. Subandi, MM (2007; 74) on the retardation issue of industrialization in Indonesia.

“In terms of population, Indonesia is a developing country’s third largest after India and China. But in terms of industrialization Indonesia can be said to still start crawling. One indicator of the level of industrialization is the contribution of the sector in GDP (Gross Domestic Product) is still relatively small. The size of the industrial sector in Indonesia is very far behind in comparison with major countries in Asia. Two other measure is the amount of value added produced by the industrial sector and value added per capita”.

Therefore, the government can not do on their own regional development, but must hold partnerships with the private sector to grow faster economic growth.

Economic development in the region according to Lincoln Arsyad Drs. Subandi, M.M (2007; 216) are:

“A process in which local governments and communities to manage existing resources and form a pattern of a partnership between local governments and the private sector to create a new jobs and stimulate the development of economic activity (economic growth in the region)”.

Besides, the role of regional economic development of the social aspects of the government as a stimulator in the empowerment of micro instrumental support perkonomian country. Internally for the culprit can reduce the level of dependence on others, increase self-confidence, and increase the purchasing power of the culprit. Externally, the establishment of micro enterprises play a role in providing

employment for job seekers / unemployment. With the unemployment rate declining menyertainyapun social problems, such as crime rates, social envy and habits that are less useful talk / gossip.

2. Issues Faced / Priority

Homework government continued namely uneven regional development, there is a rapidly growing area of development as in the state capital and vice versa, resulting in economic disparities between regions. For owners of big capital can develop more extensive than medium and small entrepreneurs.

In addition to the uneven economic development of professionalism is also considered to hamper development in Indonesia, according to Prof. Koentjaraningrat in Solehudin Murpi ST and Dea Tantya Iskandar (2011; 11-15) are: mental and character of the Indonesian nation, such as: a dismissive attitude, an attitude that likes to break through, the attitude did not believe in yourself, undisciplined attitude and attitude rather sacrifice responsibilities. The character makes the slow growth of entrepreneurship in Indonesia, which is only 0.24% of the total population of Indonesia.

There is one more thing that makes the slow growth of entrepreneurship that is the paradigm of people prefer to work rather than open their own business. May be considered more prestigious, and does not require heavy challenges. The difficulty of changing the old paradigm of entrepreneurship in the community is also an issue in development in Indonesia, according to RW Suparyanto, SE, MM (2012; 25) this paradigm must be changed and corrected because in essence it is a hero entrepreneur development.

Socializing entrepreneurship as part of community self-reliance is a responsibility we all so that development in Indonesia is more optimal. It needs to be known also by the relevant parties regarding the actual obstacles impede someone entrepreneurship.

According Solehudin Murpi ST and Dea Tantya Iskandar (2011; 28-34) factors inhibiting an entrepreneur such as: experience less, errors dalama choose the type of business, capital is limited, do not have adequate expertise, entrepreneurial spirit spotty and less or the lack of good planning.

In order entrepreneurship / entrepreneur developing in Indonesia the government, enterprises and society are appropriately motivate and monitor developments with regard inhibiting factors such or in other words, fostering small businesses so that they can grow up healthy.

In addition to encouraging the establishment of small businesses Government, businesses and the public to implement the promotion and development in the field of marketing both at home and abroad by: conducting research and assessment of marketing, improve management and marketing techniques, providing tools and support promotion and market trials, develop marketing agencies and distribution networks as well as small businesses to market products

Human Resources (HR) it is also noteworthy to promote and cultivate entrepreneurship, improve the skills of managerial techniques, forming and developing educational institutions, training and consulting small businesses as well as providing extension workers and consultants

Likewise in the field of technology to improve capabilities in the field of production technology and quality control, improve the ability in the field of research to develop designs, new technologies and preserve the environment, promote cooperation and transfer of technology as well as grow and develop research and development institute in the field of design and technology for business small.

3. Special issues Partners

Underscoring the things mentioned above regarding the uneven development in the city of Bandung example Jamhari area has a fairly dense population, there are economic disparities where most people own work as 'garbage man' whose income is below average. While the views of relatively productive age, which is still possible to work with limited funds but do entrepreneurs to open businesses, limited ability / skill and others.

In order to meet the needs of decent living income. For that the perceived need to be nurtured in science and technology activities For masyarakat (IbM) in order to become a partner micro / small enterprises that can stand on its own, to market products that are made and become more skilled.

Coaching is done by micro-enterprises in the form of embroidered sequins craft that people Jamhari Bandung area can increase their income and increasing economic stage / became prospective entrepreneurs under the guidance of sequin embroidery artisans Bloom Clothing Padalarang which already existed beforehand so so mutually beneficial business partners.

Sequin embroidery crafts devoted to the production of the veil because it is considered easier to do while filling spare time mothers in the area Jamhari Bandung and also have access to more in marketing.

The purpose of the implementation of science and technology activities For masyarakat (IbM) Jamhari Bandung area is to support government programs to increase the number of entrepreneurs in Indonesia is still lacking.

The purpose of the implementation of this IbM to improve community life stage Jamhari with sequin embroidery craft training hood.

Special purpose craft activities IbM sequin embroideries in Jamhari Bandung are:

1. The creation of home industry in the area Jamhari Bandung
2. Provide training so that more skilled people Jamhari cooperation with a more skilled partner.
3. Provide an alternative activity Jamhari community (especially the PKK) to increase revenue.
4. Have a managerial capacity and product marketing hoods

Results IbM implementation of activities beneficial to improving people's creativity (mothers) Jamhari region as a forerunner of new entrepreneurs with:

1. Availability of information technology in making embroidered sequins craft hoods
2. The creation of the embryo of entrepreneurs in micro enterprises

4. Justification Priority Issues

The role of small businesses in Indonesia's development RW Suparyanto, (2012;31-38), among others: employment, providers of goods and services for society, providers of spare parts for medium and large scale enterprises, reduce urbanization, leverage local economic resources and shows the image of the Indonesian nation.

To develop small businesses sometimes government or business partners face obstacles in its development due to lack of funds, limited time in coaching and coaching locations difficult to reach.

When will be developed should be given training prospective small business entrepreneurs. It is not an easy task according to R.W. Suparyanto, SE, MM (2012; 73-85), often encountered obstacles in the implementation of training, such as: participant factor (low motivation, the position of the participants and participant characteristics varied), training instructors factor (high-style language, speaking too fast, less instructors experienced, less business insight, skills or lack of skills,

instructor's perception of the participants was not precise and low motivation), training materials (already out of date, high-style language, not in accordance with the issues facing the company and examples of cases that are not in accordance with the conditions of the company), training facilities (locations where remote training, infrastructure building inadequate training, lack of available support tools, consultants can provide actual information and latest, recalled the training materials, provide an alternative solution, also giving consideration, coaching measuring instrument bias, indicators evaluation is not clear, many people who helped foster small businesses and there is no continuity of coaching)

After the training, entrepreneurs are encouraged to be able to find business opportunities by providing knowledge about business management. Besides, business opportunities derived require an initial investment to start the business. Solehudin Murpi ST and Dea Tanyta Iskandar (2011; 142) the initial investment is the money needed by the business owner to start a business. May include the business owner's personal money, loans from a variety of sources including family loan, relatives, banks or funds obtained from investors.

The initial investment of the government can be a science and technology activities for the Community (IbM) through the proposed research by professors from universities, which will encourage people to become entrepreneurs of micro enterprises.

Micro business activities carried out sometimes does not run smoothly, for example, from the aspect of marketing their products. According R.W. Suparyanto, SE, MM (2012: 39) The weakness of small business marketing management aspects are: only market products to the market, the weakness of marketing research, not selling products to order, exceeding the agreed time limit and sell only one type of product. For that production sequin embroidery artisans Jamhari Bandung hoods need to be organized either through cooperation with existing partners in the area Mekarsari Padalarang.

Micro enterprises that do business entrepreneurs usually done at home. Not only beneficial in terms of time but there are other advantages, as presented RW Suparyanto, SE, MM (2012; 181), namely: relatively no cost of transportation to the place of business, business time is relatively flexible, while carrying out a task or monitor a family affair, there is no obligation to account for the work of the 'boss', its net profit own property, to feel safe and comfortable as well as more satisfaction

In order to create micro-craft production satisfaction Jamhari sequin scarf can be done in the homes of artisans themselves and their products are deposited on the responsible partner that will market directly to the consumer / market.

5. *Product Specifications*

Name	:	Embroidery Craft Payet Veil
Production aspects	:	Veil Payet

Payet Sulam effort produced for the purpose of establishing microenterprises Jamhari local communities around the city of Bandung in producing handicrafts sequin embroidered veil through training and guidance provided by business partners who are already in production (Custom Embroidered Clothing Padalarang Payet Bloom), so that the local economy in the region Jamhari increasingly prosperous.

Furthermore, there will be an interesting question, namely how to conduct training and coaching communities, ie people Jamhari coordinated and directed to form the Micro, Small and Medium Enterprises (SMEs) in the context of a free and open market. When examined in more detail turns out that SMEs are not homogeneous. The general view that SMEs that have the character and the soul Entrepreneurship (entrepreneurship /entrepreneurial) is less precise. There is a subgroup of SMEs that have the nature of entrepreneurship, but some are not showing these properties.

The purpose of fostering SMEs is to develop SMEs become major employers. There are two aspects of the development of SMEs that should be considered are: (1) Human Resources (HR), whether it can improve the quality of human resources on their own business or impetus from outsiders; (2) management in the sense of business practices that consists of several things, among others, planning, Executed, and Oversight.

In evaluating pembinaa SMEs first of all starting with the process of improving the ability to manage (management) in the field of marketing, finance, and personnel. Then improve operations and most importantly the ability to control the business. If SMEs are ready to compete, especially in international trade, SMEs must be able to accept and adapt the technology, then able to implement innovations.

If SMEs can adapt, master and develop technology and always creates innovation, then it will motivate SMEs SMEs to export their products to take advantage of market opportunities abroad and aided by government policies.

Development of SMEs in Indonesia: After knowing the weaknesses owned SMEs as described above, it should be addressed through a comprehensive and integral approach carried through coaching various aspects, among others, market, capital, technology, management solutions, ranging from manufacturing to marketing and be integrated between agencies.

2.2 Frame of Thinking

The purpose of training and coaching small business and medium (UMKM) are:

1. Improve access to markets and increase market share.
2. Improving access to sources of capital and strengthen its capital structure.
3. Improving the organization and management capabilities.
4. Improving access to and mastery of technology.

The target to be achieved is to produce hoods that use so-called craft sequins or embroidered sequins.

If given a sequin embroidery craft training at domiciliary/RT mother joined in the education welfare family/PKK organization Jamhari Bandung area, it is expected to have skills sequin embroidered veil that has a sale value to add to the family income.

2.3 Hypothesis

There is a significant positive relationship between training craft sequins embroidered with sequins embroidery skills PKK Jamhari area of Bandung.

3. RESEARCH PROCEDURE

3.1 Research Methodology

Descriptive quantitative research methods types of quasi-experimental model of one shot case study according to Suharsimi Arikunto (2010:210), is to determine whether there is a picture of the result of 'something' treatment of the object under study in an experiment carried out in the absence of a comparison group and without a scratch test, Scheme variable models:

X O

To determine the effect of a given treatment group (sequin embroidery craft training) without regard to the influence of other factors.

The research question: Is the sequin embroidery craft training effect on the skills of mothers Households in the area Jamhari Bandung in making sequin scarf to add to the family income?

3.2 Population and Sample

The population is women PKK members Jamhari Bandung area with the status of the mother Household many as 20 people. Using sampling techniques saturated by Sugiyono (2011:126) as members of a relatively small population of less than 30 people.

6	Making the SOP (Standard Operating Procedure)	X							
7	Implementation of service activities IbM		X	X	X	X	X	X	X
8	Evaluation activities								X
9	Activity Report								X

5. THE COST OF RESEARCH

No	Component	Proposed Fee (Rp)
1	Honorarium (Maks 30%)	Rp. 15.000.000
2	Consumables and equipment (35%)	Rp. 17.500.000
3	Travel (including the cost of the seminar results) (Maks 15%)	Rp. 7.500.000
4	Other: publications, reports, others mentioned (20%)	Rp. 10.000.000
TOTAL		RP. 50.000.000

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- Sugiyono, Prof, Dr, 2013, *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods)*, Bandung, CV. Alfabeta.
- Suharsimi Arikunto, Prof, Dr, 2010, *Manajemen Penelitian*, Rineka Cipta, Jakarta.

Appendix 1

Lampiran 1	:	Biodata Ketua dan Anggota Tim Pengusul IDENTITAS KETUA TIM PENGUSUL
Nama	:	Iin Kurniawati, S.Pd, M.Si
Tempat/tgl Lahir	:	Palembang, 19 Maret 1973
Jenis Kelamin	:	Perempuan
Agama	:	Islam
Pekerjaan	:	Dosen Administrasi Bisnis
NIP/Jabatan	:	121998031/ Asisten Ahli
Mata kuliah keahlian	:	Leadership, Manajemen
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Alamat Kantor	:	Jl. Pahlawan no 59 Bandung. Telp 022-2506500.

RIWAYAT PENDIDIKAN

<i>Jenjang</i>	<i>Tahun Lulus</i>
Sekolah Dasar Negeri 94 Palembang	1986
Sekolah Menengah Pertama Negeri 8 Palembang	1989
Sekolah Menengah Atas Negeri 2 Palembang	1992
Intitut Keguruan Ilmu Pendidikan Bandung (S1)	1998
Sekolah Tinggi Ilmu Administrasi Mandala Indonesia Jakarta (S2)	2010

RIWAYAT PELATIHAN & SEMINAR

<i>Jenis</i>	<i>Tahun Penyelenggaraan</i>
Pelatihan Marketing dalam Rakernas LP3I se-Indonesia (P)	2000-2011
Indonesia International Education Symposium (S)	13-06-2011
Seminar Nasional : Dilema Desentralisasi Pendidikan (S)	24-07-2011
Seminar Grow With Innovation and Entrepreneurship (S)	18-08-2011
Pelatihan Membatik Deskranasda Bandung (P)	29-09-2011
National Polytechnic English Debating Competition (S)	9-12-2011

Seminar Nasional : The Implementation of E-Management for Improving Company Performance (S)	1-10-2012
Training Dosen Pembimbing dan Penguji Tugas Akhir (P)	21-12-2012
Gathering dan Sharing Pusat Karir Seluruh Indonesia (S)	26-10-2013
Sosialisasi SIPKD Politeknik LP3I Bandung (P)	16-12-2013
Seminar Pendidikan Kejuruan Profesi dan Pengakuan Ijazah Profesi (S)	9-01-2014
Seminar Dare to Change To Be Profesional (S)	10-01-2014
Seminar Nasional Implementasi dan Inovasi Kurikulum 2013 (S)	23-01-2014

RIWAYAT KERJA

<i>Instansi</i>	<i>Jabatan</i>	<i>Tahun</i>
Politeknik LP3I Bandung	Dosen	1999-sekarang
Politeknik LP3I Bandung	Jabatan Struktural : Kabag C&P	2011- sekarang
Politeknik LP3I Bandung	Jabatan Struktural : Wakil Direktur III Bid. Kemahasiswaan	2009 - 2011
Politeknik LP3I Bandung	Jabatan Struktural: Kabag Kerjasama Sekolah	2007 - 2009
Politeknik LP3I Bandung	Jabatan Struktural : Kabag C&P	2005 - 2007
Politeknik LP3I Bandung	Jabatan Struktural : Kabag Marketing	2000 - 2005
Politeknik LP3I Bandung	Jabatan Struktural : Kabag Perpustakaan	1998 - 2000

PENELITIAN & JURNAL

<i>Judul</i>	<i>Tahun</i>
Tinjauan Pembentukan Jiwa Kepemimpinan Berkarakter Islami (Studi Kasus Pada Mahasiswa Politeknik LP3I Bandung) (Penelitian Hibah Dosen Pemula)	2014
Evaluasi Internal Kesesuaian Program Studi Mahasiswa Dan Indeks Prestasi Kumulatif Dengan Ketersediaan Bidang Kerja di Perusahaan (Metode Ex Post Facto) Pada Alumni Politeknik LP3I Bandung (J)	2014

Menangkis Mitos Dengan Logika Cerdas (Studi Kasus Pada Orang Tua Yang Memiliki Anak SD Melalui Metode Deskriptif Pendekatan Naturalistik (J)	2013
Tinjauan Pemimpin Sukses Menurut Bawahan (Studi Deskriptif pada Mahasiswa Politeknik LP3I Bandung Yang Sudah Bekerja)	2013
Penilaian Kerja Alumni Politeknik LP3I Bandung Menurut Pandangan Perusahaan (J)	2012
Analisis Korelasi Kemampuan Komunikasi dan Kepribadian Mahasiswa Dalam Pembentukan Jiwa Entrepreneur (J)	2012
Model Pembelajaran Multi Level berbasis Kooperatif Learning di Politeknik LP3I Bandung (J)	2011
The Fluence of Lecturer Competence Educationfacilities And Academic Administration Service At Politeknik LP3I Bandung (J)	2010

Bandung, 28 April 2014



(Iin Kurniawati, S.Pd, M.Si)

IDENTITAS ANGGOTA TIM PENGUSUL 1

Nama : Hendi Rohendi, S.Pd, M.Si
Tempat/tgl Lahir : Bandung, 10 Oktober 1984
Jenis Kelamin : Laki-laki
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Alamat Kantor : Jl. Pahlawan No 59 Bandung. Telp 022-2506500.

RIWAYAT PENDIDIKAN

<i>Jenjang</i>	<i>Tahun Lulus</i>
Sekolah dasar Negeri Dwikora	1993
Sekolah Menengah Pertama Pahlawan Toha Bandung	1999
Sekolah Menengah Umum Pahlawan Toha Bandung	2002
Sekolah Strata 1 UNLA Bandung (S1)	2007
Sekolah Pasca Sarjana UNPAD Bandung (S2)	2012

RIWAYAT PELATIHAN

<i>Jenis</i>	<i>Tahun Penyelenggaraan</i>
Seminar Nasioanl Guru Super Indonesia	2009
Pelatihan Penyusunan Proposal Penelitian untuk Pembinaan bagi Dosen Baru di Lingkungan Kopertis Wilayah IV	2011
Seminar Nasional Paradigma Penerapan Konsep Fair Value IFRS dalam Kondisi Keuangan Pasar Bebas	2011
Seminar nasioanal Pemanfaatan Pendidikan Berbasis Vokasi dalam Memenuhi Kebutuhan Dunia Kerja	2011
Memahami dan Mencegah Kecurangan Akuntansi dalam Laporan Keuangan	2012
Pelatihan Pengajar Mata Kuliah Pendidikan Anti Korupsi Timkat Perguruan Tinggi	2012
TOT Dosen Pembimbing Tugas Akhir	2012
Gathering & Sharing Pusat Karier Seluruh Indonesai	2013
Seminar Rencana Peraturan Menteri Keuangan tentan Akuntan Beregister Negara dan <i>Chartered Accountant</i>	2013
Sistem Informasi Pengembangan Karier Dosen	2013
Improving Lecturer Quality in Writing Academic Journal	2014
Seminar Pendidikan Kejuruan Profesi dan Pengakuan Ijazah Profesi	2014

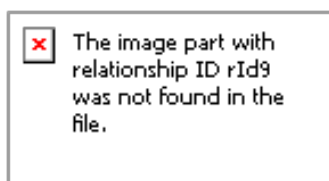
RIWAYAT KERJA

<i>Instansi</i>	<i>Jabatan</i>	<i>Tahun</i>
Toko Gunung Agung, Tbk	Suervisor	2003-2007
SMK Bina Warga Bandung	Guru	2007-2010
SMK Pelita Bandung	Guru	2007-2010
SMK MedikaCom Bandung	Guru	2007-2010
UNLA	Dosen	2011-2012
UNWIM	Dosen	2011-Sekarang
Politeknik LP3I Bandung	Dosen	2011-Sekarang

PENELITIAN

<i>Judul</i>	<i>Tahun</i>
Tinjauan Pemimpin Sukses menurut bawahan (Studi deskriptif pada mahasiswa Politeknik LP3I Bandung)	2013
Pengaruh Implementasi Internal Control terhadap Kinerja Perusahaan	2013
Kontribusi Penjualan Kredit Terhadap tingkat Profitabilitas	2013

Bandung, 28 April 2014



(Hendi Rohendi, S.Pd, M.Si

IDENTITAS ANGGOTA TIM PENGUSUL 2

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Mata kuliah keahlian : Smart Entrepreneurship, Business Plan, Costumer

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Nomor Telepon	: 085220039300
Alamat Kantor	: Jl. Pahlawan no 59 Bandung. Telp 022-2506500.

RIWAYAT PENDIDIKAN

<i>Jenjang</i>	<i>Tahun Lulus</i>
Sekolah Dasar Negeri Halimun II Bandung	1973
Sekolah Menengah Pertama Negeri XIII Bandung	1976
Sekolah Menengah Atas Negeri 21 Jakarta	1980
Sekolah Tinggi Ilmu Ekonomi Y.A.I Jakarta(S1)	1999
Sekolah Tinggi Ilmu Ekonomi Widya Jayakarta – Jakarta (S2)	2002

RIWAYAT PELATIHAN & SEMINAR

<i>Jenis</i>	<i>Tahun Penyelenggaraan</i>
Pendidikan dan Latihan Penerbangan	1983 – 1984
Pendidikan dan Latihan Komando	1984
Pendidikan Komputer Introduction To Computer Penataran P4 BP7 DKI Jakarta	1984
Seminar Sehari Tentang Fast Food	1991
Seminar Sehari Fast Moving Consumers Goods RCTI Jakarta 1994	1993
Penataran P4 BP7 DKI Jakarta	1994
Seminar Manajemen Entrepreneurship	1995
Seminar Manajemen Indonesia dalam Era Globalisasi	2001
Membangun dan Mengembangkan Usaha Tradisional Menuju Pasar Internasional	2001
Seminar Sosialisasi PMW Kopeetis IV	2002
Training of Trainer Penggerak Kewirausahaan Muda (Inkubator) Thn 2014	2014
Seminar Sosialisasi PMW Kopertis IV	2014
	2015

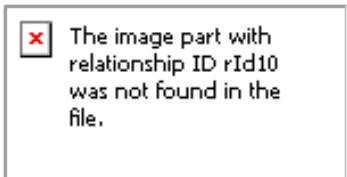
RIWAYAT KERJA

<i>Instansi</i>	<i>Jabatan</i>	<i>Tahun</i>
PT. Yamatindo – Jakarta	Bagian Logistik	1981
PT. Pupuk Kalimantan Timur. Bontang – Kalimantan Timur	Bagian Logistik	1981 - 1983
PT. Cipta Selera Murni (Texas Fried Chicken) – Jakarta	Bagian Operasional dan Pemasaran	1986 – 1996 1996 – 1998
PT. Selera Rasa Citra Tama (New York Café) Universitas Pasundan	Bagian Marketing Dosen Luar Biasa	2003 – sekarang

PENELITIAN & JURNAL

<i>Judul</i>	<i>Tahun</i>
Pengaruh Pelatihan dan Pengembangan Bagi Peningkatan Kemampuan Karyawan di PT. Citra Marga Nusaphala Persada (Pengelola Jalan Tol Lingkar Luar Jakarta – Cililitan – Tanjung Priuk) / Skripsi S1	Tahun 1999
Analisis Strategi Mempertahankan Kepuasan Pelanggan Dalam Rangka Pemasaran PT. Plaza Indonesia Indonesia Realty (Tbk) Shopping Center – Jakarta / Thesis S2	Tahun 2002

Bandung, 28 April 2014



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(Rd. Riza Linardia Syahrizar. P. SE. MM)

Appendix 2: Overview of science and technology Will Transferred To Second Partner

Sequin embroidery craft activities veil IbM aims to form new entrepreneurs in micro-enterprises. Form of training under the guidance of an already successful business partners in advance that Bloom Custom Clothing Padalarang with prospective foster artisans PKK Jamhari area of Bandung.

Micro Craft Payet Sulam have been due to the prospect the process is not too difficult and promising business prospects. Only with simple technology and equipment, as well as not requiring special skills, anyone can do this sequin embroidery activities.

Payet Sulam production will be marketed to stores / boutiques that sell products Moslem. The target market of this production are students, mothers, children of women of various ages. The selling price of this product varies sequin embroideries that are tailored to the type of material, the model, the level of complexity and special orders.

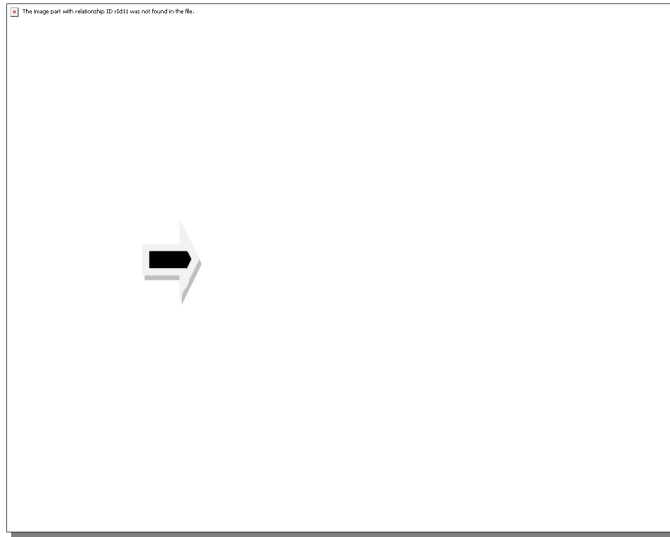
Promotion will be done by selling in shops / boutiques Muslim fashion. It will also take advantage of on-line sales via the Internet as a means of e-business.

The market opportunity for products that are made from this very large sequin embroideries culture see women who are consumptive and promising market opportunities. In addition to the purchasing power of consumers to these products is quite varied from the lower class to the elite consumer. Payet Sulam craft can be used by all classes because the price varies according to the needs and capabilities of consumer purchasing so that it has a high satisfaction scores.

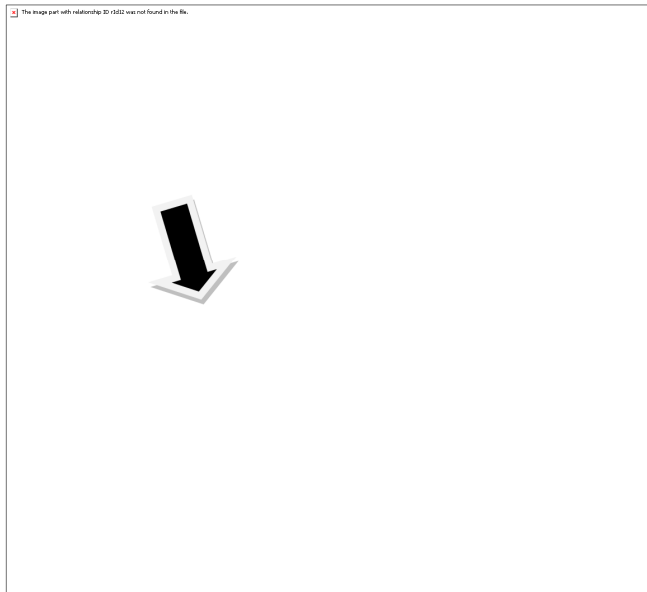
Development of micro-enterprises is planned to take place in the city of Bandung Jamhari. Prepared based on an organizational structure that will be formed consisting of the leaders of the group then followed underneath portions assisted executor. Parts, among others; production, raw material procurement, finance, and marketing.

So prospective artisans not only given coaching skills but also overall management so that they are prepared independently. And set up the program in a business action plan.

Appendix 3: : Peta Lokasi Wilayah Kedua Mitra Mitra 1 Daerah Jamhari Kota Bandung




Mitra 2 Mekar Busana Padalarang




Appendix 4: Pernyataan Kesediaan Bekerja Sama Dari Kedua Mitra I_bm

Mitra 1 Ibu PKK Jamhari Bandung

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Mitra 2 Mekar Busana Padalarang

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