

# Perencanaan program ajang khusus "srikandi entrepreneurship" untuk menanamkan dan meningkatkan semangat wirausaha perempuan pemilik ukm di Indonesia = Event plan of "srikandi entrepreneurship" to embed and increase the spirit of entrepreneurship among women ukm owners in Indonesia

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20367319&lokasi=lokal>

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## Abstrak

### [Situation Analysis

1. Ministry of Women Empowerment and Children Protection is responsible to assist the small and medium business (UKM) owned by women.
2. The small and medium business (UKM) sector, which is now dominated by women, has become the nation's asset and economic investment.
3. Research shows, that they who are in the business feel that a seminar and motivational training is important to held, especially while starting a business.
4. Research shows that the Ministry of Women Empowerment and Children Protection needs to hold an event that shows their role in assisting the small and medium business that are owned by women in Indonesia.

### Problem Statement

Women run most small and medium businesses in Indonesia. These small and medium businesses face many challenges, such as competition among local business and even businesses from abroad. Therefore, it is important for the Ministry to help the women in the business by building and ensuring their entrepreneurship spirit alive.

### Solution

1. To hold a special event, seminar, motivational training, and also bazaar "Srikandi Entrepreneurship" which will be held for three days, 25th-27th of April 2014.
2. Contacting the media.

### Program's Objective

To build and raise Indonesian women's entrepreneurship spirit, especially those who run small and medium businesses and those who are starting to grow their business. And also to receive publicity from

the media to spread the word on the activities that are held by the ministry.

#### Target

##### Geographically

- Women who has small and medium businesses in Indonesia
- Women who are about to start a business in Indonesia

##### Demographically

- Women
- Runs a Business

#### Key Message

“Raise the Entrepreneurship Spirit of the Women in Indonesia”

#### Program Schedule

Friday, April 25 2014

Saturday, April 26 2014

Sunday, April 27 2014

Venue 1. Semeru Room, Jakarta International Expo, Kemayoran

2. D2, Hall Jakarta International Expo, Kemayoran

#### Design of Outcome Evaluation

The evaluation step is done to measure the success of the program that has been done by observation.

#### Total Budget

1.054.485.000

In Words: One billion fifty four million four hundred and eighty five thousand rupiah., Analisis Situasi

1. Kementerian Pemberdayaan Perempuan dan Perlindungan Anak memiliki tanggung jawab untuk membantu mengembangkan UKM yang dimiliki perempuan.
2. Sektor UKM, yang menjadi aset dan investasi ekonomi bangsa Indonesia, didominasi oleh perempuan.
3. Hasil riset, para pelaku usaha merasa bahwa seminar dan motivational training penting diadakan, terutama diawal memulai usaha.
4. Hasil riset, perlu diadakan sebuah event yang dapat menunjukkan peran Kementerian Pemberdayaan Perempuan dan Perlindungan Anak dalam mengembangkan UKM yang dimiliki perempuan Indonesia.

## Pernyataan Masalah

Sebagian besar UKM di Indonesia dijalankan oleh perempuan. UKM mengalami berbagai tantangan baik persaingan bisnis nasional dan internasional, oleh karena itu Kementerian Pemberdayaan Perempuan memiliki tanggung jawab untuk membantu mengembangkan UKM perempuan dengan memastikan semangat wirausaha tumbuh dan tetap ada di perempuan yang memiliki usaha UKM.

## Solusi

1. Membuat special event berupa kegiatan seminar, motivational training, dan pameran hasil produksi UKM "Srikandi Entrepreneurship" yang akan diselenggarakan selama tiga hari pada tanggal 25, 26, dan 27 April 2014.
2. Melakukan kontak dengan pihak media.

## Tujuan Program

Meningkatkan dan mengasah semangat wirausaha para perempuan Indonesia, terutama perempuan yang bergerak di sektor Usaha Kecil dan Menengah serta yang akan memulai dan untuk mendapatkan publisitas dari media akan kegiatan yang diadakan Kementerian Pemberdayaan Perempuan dan Perlindungan Anak.

## Khalayak

## Sasaran

### Secara Geografis

- Perempuan yang memiliki Usaha Kecil dan Menengah di Indonesia
- Perempuan yang hendak memulai usaha di Indonesia

### Secara Demografis

- Perempuan
- Memiliki Usaha

Pesan Kunci "Meningkatkan Semangat Wirausaha Perempuan Indonesia"

## Jadwal Program

Jumat, 25 April 2014

Sabtu, 26 April 2014

Minggu, 27 April 2014

## Tempat Pelaksanaan

1. Ruang Semeru, Jakarta International Expo, Kemayoran
2. Hall D2, Jakarta International Expo, Kemayoran

## Kerangka Evaluasi

Tahap evaluasi dilakukan untuk menilai keberhasilan suatu kegiatan yang telah dijalankan dengan cara mengamati langsung.

Total Anggaran

1.054.485.000

Terbilang: Satu milyar lima puluh empat juta empat ratus delapan puluh lima ribu rupiah]