

**Accompanying the Community Dealing with Problems as Effects of the Covid-19  
Pandemic:  
Strengthening Entrepreneurial Spirit  
Accompanying the Community with Parenting in SFH Situation**

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**ABSTRACT**

The content of this article is about a report of our community development program in accompanying the community who lives around the Rasamala RPTRA at Kelurahan Menteng Dalam, Kecamatan Tebet, with problem solutions they were dealing as effects of the Covid-19 pandemic. The purpose of our program was to strengthen the community's entrepreneurial spirit, and accompany the community with parenting problem solving as well. It was delivered in a way of webinar using zoom meeting which was attended by participants from the community, our partner, and our team ourselves.

Discussion went primarily on sharing experience in online selling, and parenting. It can be concluded that participants still need accompaniment in strengthening their entrepreneurial spirit and skills in order to solve economic problems, as well as consulting on parenting.

**Keywords:** entrepreneurship, spirit, on line selling, parenting, on line learning

**BACKGROUND**

RPTRA (Ruang Publik Terpadu Ramah Anak) is a public space concept which is child-friendly, providing place for the community to organize activities in terms of welfare empowerment. At a RPTRA, housewives and part time mothers can gather, socialize, share information and knowledge, while their children can play in a healthy outdoor environment. Rasamala RPTRA at Kelurahan Menteng Dalam, Kecamatan Tebet, is one of those RPTRAs which has also been a place to conduct community development activities for the community living around the RPTRA. As a service to the community around the institution, the Faculty of Communication Studies, Sahid University, has several times worked together this RPTRA holding community development activities for the community living around the RPTRA.

As we all experienced, the COVID-19 pandemic has aroused problems in many aspects of human life, throughout the world, including the city of Jakarta. Not only has it caused severe sickness and even high death rate, but national policies in efforts to prevent the spread of the disease by restricting mobilization of people and activities producing crowds, called PSBB (Pembatasan Sosial Berskala Besar) have caused major impacts on the economy, and social life as well. Restrictions on many economic and social activities has caused drop in family as well as local, regional, national income. This drastic drop in family income brought up need for substitute ways of earning money, so that members of the family - not exceptionally housewives – are trying to gain some substitute and / or additional income. Many of these housewives and those who were affected by the drop of economic situation then were trying to start doing business, eventhough at a very small scale. This entrepreneurial spirit among the community has actually been emerged before the pandemic, and has now increased so that taking up entrepreneurial knowledge and skills are absolutely needed. Therefore, our team was to encourage the community to keep on strengthening their entrepreneurial spirit and skills as a solution to their economic problem and to better their standar of living.

Parents of school aged children have additional social problems affected by the pandemic situation. Not only do they face problems because of online learning, but the full day presence of these children at home has caused another problem for their parents – mostly mothers. Parents were dealing with children who were feeling bored having all their activities at home and prohibited to mingle and play with their friends phisically. Even activities at RPTRAs has been restricted, so that younger children lost their healthy play ground area, which then became parenting problem as well

Therefore, our team aim was alsoto accompany the community living around the Rasamala RPTRA dealing with these problems by having discussion on parenting

## **METHOD & MATERIALS**

In avoidance to the high risk of the COVID-19 spreading, materials and counseling were delivered to participants virtually, using zoom meeting.

## RESULT

The webinar on Entrepreneurship and Parenting was held on February 28, 2021 which was attended by 24 participants including administrators of the Rasamala RPTRA, excluding 6 person from our team

Materials delivered were divided into 2 main session: parenting and entrepreneurship, and each session provided a discussion subsession where participants could asking questions or sharing exoerience. Details are as folows:

### 1. Parenting

- a. Title: *Komunikasi Keluarga*, 'Family Communication'

Speaker: Merry Safarwaty

Materials delivered:

- Tips for Family Communication during the COVID-19 Pandemic Era

- b. Title: *Pendampingan Anak dalam Pembelajaran Di Rumah*, 'Accompanying Children in the Study from Home Situation'

Speaker: Herta Armianti Soemardjo

Materials delivered:

- Changing Learning and Playing Situations Due to the Covid-19 Pandemic
- Parents' Role
- Adjustments to the Changing Situation
- Guiding Tips to Accompany Children with their Study from Home Situation

### 2. Entrepreneurship

Title: *Penguatan Jiwa Kewirausahaan di Masa Pandemi & Era New Normal, Entrepreneurial Spirit Enforcement in the Pandemic and New Normal Era*

Speaker: Chendi Liana

Materials delivered:

- Definition of Entrepreneurship and Entrepreneur
- Important Elements of Entrepreneurship
- Advantages & Disadvantages Being an Entrepreneur
- Steps to Start A Business
- Visuals showing examples of successful home industry business

Discussions were mainly on entrepreneurship, showing eagerness from the floor to start a new business or maintain / develop an existing one.

All participants were receiving souvenirs adapted to the pandemic situation and environmental issue: mask, soap, and reusable shopping bag. The purpose of giving out such souvenirs was to pass the message of keeping health protocol and acting environmental friendly. Souvenirs were sent to the RPTRA which distributed them to the inhabitants a week after the webinar

## **CONCLUSION**

As a conclusion, we could point out that the Rasamala RPTRA is a useful institution through which activities to accompany the community – especially housewives or part time working mothers - facing various daily problems, such as social, educational, parenting, as well as economic problems can be materialized. Participants of the webinar are enthusiastic to contribute to the household finance, so accompaniment to enforce their entrepreneurial spirit was fruitful and should be organized simultaneously. In addition, parenting consultation are always a request by the community, as parents – especially mothers – are facing problems because of the restriction on playing and social activities for their children, while they have been facing impacts of the rapid development of the communication technology since several years ago,

Simultaneous consulting about entrepreneurial skills and practical knowledge sharing successful home industry experiences encourages the participants to start or continue home based economic activities, including to try on line selling – thus, strengthen their entrepreneurial spirit, RPTRA as a place providing healthy play ground for children has also shown to serve as a useful medium through which discussion about parenting problems could take place.

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