

Model of Improving the Standard of Life of the People of Lalonggombuno Village Through Skill Education Based on Field Objective Observations

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Abstract. This study aims to develop a model for improving people's living standards in Lalonggombuno Village, Kapoila District, Konawe Regency by looking at how it is implemented to help the community in order to increase people's income to improve people's living standards. This study was conducted using a development research model design carried out in the village of Lalonggombuno, one of the villages where the community is classified as having a low income compared to other villages. The results of the study show that the developed model can increase people's income through vocational education by implementing several skills education. Skills education in question is, (1) milkfish processing into, (2) management skills and (3) marketing skills. By providing assistance programs related to basic skills education, the less fortunate can concentrate more on work and as a result can send their children to school. The application of this model is proven to be able to help the community to improve their standard of living in general to be better than the previous conditions. Related to this, it is suggested that local governments pay more attention to the skills of the less fortunate by providing concrete programs through objective observation-based skills education to the field so that the treatment provided can help improve their standard of living.

Keywords: *Standard of living, Skills Education.*

A. INTRODUCTION

Based on Law number 6 of 2014 concerning villages, it is said that a village is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, local community interests based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in system of government of the Unitary State of the Republic of Indonesia. It is further emphasized in the Law that Village Government is the implementation of government affairs and the interests of the local community within the system of government of the Unitary State of the Republic of Indonesia. Likewise it is said that in the course of the constitution of the Republic of Indonesia, the village has developed in various forms so that it needs to be protected and empowered so that it becomes strong, advanced, independent and democratic so that it can create a strong foundation in carrying out governance and development towards a just, prosperous and prosperous society. prosperous; that the Village in its composition and procedures for governance and development needs to be regulated separately by law.

Lalonggombuno Village is one of the expansion villages of Lalimbue Village. This village was expanded in 2012. Lalonggombuno Village can be reached from various roads, including through Muara, Lalonggoulku, Tamangele and Pohara. The distance from some of these roads is between 1 and 2 hours by land and river using Pincara, a local means of transportation in the area. Lalonggombuno village consists of three hamlets, inhabited by approximately 75 families with an estimated population of approximately 400 people whose main occupations are fishpond processing and fishing. Geographically, Lalonggombuno Village is located on the coast and on the seafront with a very low level of education, and some

of them do not even graduate from elementary school. Economically, their income is below the average income in other areas. This is because mothers can only help their husbands in the pond, while teenagers can only look for keoiting and help their parents in the pond. The description of the population in Lalonggombuno, Kopiala District, Konawe Regency is as follows:

Table 1. Data of Family in Lalonggombuno, Kopiala District, Konawe Regency

No	Hamlet	Total Population			Total
		Man	Woman	Adolescent	
1	Hamlet : 1	45	60	25	130
2	Hamlet :2	50	65	30	145
3	Hamlet :3	40	55	25	130
Total		135	180	80	405

Table 2. Head of Family in Lalonggombuno, Kopiala District, Konawe Regency

No	Dusun	Total
		Man
1	Hamlet : 1	30
2	Hamlet :2	25
3	Hamlet :3	20
Total		75

From the population data above, it is clear that there are very many residents in Lalonggombuno Village, Kopiala District, which of course also have various problem dynamics. In Lalonggimbuno Village, there is a fairly strong potential for development. This is because the milkfish harvest is very abundant, but the marketing is it is only marketed in a traditional way, that is, it is transported to Kendari City, which leaves a lot of problems with the standard of living with its neighboring villages where the income from the main village is above the average of the other residents. Likewise, working for a company is not possible because they do not have education and secondly, many of them marry easily. Likewise between local residents and companies such as the UMP (Provincial Minimum Wage) and UMK (District Minimum Wage) issues, but many people are still ignorant of the law so that this deficiency will have a negative impact on the course of efforts to improve the welfare of the Sarolangun community in general and the village community. Lalonggombuno, the gap between natural resources and human resources complements the lack of income because of the human resources (HR) and abundant natural resources such as milkfish that don't sell well in the market, leftover coconut water that is just thrown away, they can't take advantage of the surrounding environmental conditions, the skills of the residents in the village of Lalonggmbuno it is still very inadequate in that it is felt necessary to make improvements in the field of educational skills through a model of increasing the standard of living of the community to be the answer to this problem.

Related to the rural conditions mentioned above, it is certain that the people in the village do not have the opportunity to obtain proper education, especially in the current conditions. It is undeniable that getting an education is not easy. Various obstacles that cause the implementation of education cannot be enjoyed by people who are classified as less fortunate due to economic conditions, including obstacles in accepting the learning process. They are influenced by various things, both regarding internal family factors and external factors. First, internal factors are the limited economic resources of the family so that they are unable to prepare proper housing for the benefit of the family, especially the unavailability of study rooms with sufficient lighting, the condition of dirty and dirty houses, the confiscation

of study and play time from their children because forced to work in order to be able to support the family income. Conditions like the above become an accumulation of problems that affect the concept and mindset of the family in responding to the importance of education for improving family welfare. Second, external aspects, there are limitations in the family to meet the interests of school fees and other educational support interests, causing many poor families to have to stop their children's education in the middle of the road.

In this regard, developments in the implementation of various government programs to increase the standard of living for the people in Konawe have worked optimally but have not been able to fully reduce the number of underprivileged families. The powerlessness of this community group in fulfilling their daily needs can be seen from the number of children dropping out of school, children who grow up unhealthy and normal because their health conditions are neglected, and the large number of families living in homes where conditions are uncomfortable and unhealthy. Statistically, there are still several poor families based on this standard of living that are found in all districts in Southeast Sulawesi Province, especially in Lalonggombuno Village.

Furthermore, Padmadewi said that the inability of the community physically and materially in order to help themselves to live a decent life can improve their standard of living mentally and spiritually to be able to think of ways to solve problems often makes them give up and take shortcuts. Many reports in the mass media state that there are crimes such as theft, mugging, robbery, commercial sex work, and other negative businesses which are allegedly sourced from insufficient income.

In the background it is explained that the problem of low income in the village of Lalonggombuno is a complex problem. As a newly expanded village, of course, we cannot expect much from development programs aimed at villages in the context of increasing human resources because the government is still concentrating on building infrastructure so that the low income of the community can be overcome and every citizen has the right to a decent life. So that the reality on the ground shows that the increase in the standard of living of the people of Lalonggombuno village who live decent lives still has a substandard life, resulting in many people being unable to continue their education to a higher level.

B. LITERATURE REVIEW

1. Study of Learning

According to Winkel (Eveline Siregar and Hartini Nara, 2010: 12) "learning is a set of actions designed to support the student learning process, taking into account extreme events that contribute to a series of internal events that take place experienced by students. Meanwhile learning according to Miarso (Eveline Siregar and Hartini Nara, 2010: 12) states that "learning is an educational effort that is carried out deliberately, with predetermined goals before the process is carried out, and its implementation is under control". Thus, simple learning can be interpreted as a product of continuous interaction between development and life experience. While learning in a complex sense is a conscious effort from a teacher to teach his students (directing student interaction with other learning resources) in order to achieve the expected goals. Learning is the main determinant of educational success. The learning process involves various activities and actions that need to be carried out by students to obtain good learning outcomes. The opportunity to carry out activities and the acquisition of learning outcomes is determined by the approach used by teachers and students in the learning process. Slameto (2003: 109) states that "in the teaching and learning process (PBM) there will be interactions between students and educators. Learners or students are one of the human components that occupy a central position in the teaching and learning process. Furthermore Slameto (2003: 123) states that "educators are one of the human components in the teaching and learning

process, which play a role in efforts to form potential human resources in the field of development". In carrying out the teaching and learning process, of course there are many factors that influence the success or failure of teaching and learning activities. Factors that influence learning are divided into two groups, namely internal factors and external factors. Internal factors are factors that exist within the individual who is learning, while external factors are factors that are outside the individual. Slameto (2003: 54) states that: "internal factors include: physical factors (health and disability factors), psychological factors (intelligence, attention, interest, talent, motive, maturity, and readiness) and fatigue factors (fatigue physical and spiritual). While external factors include family factors (the way parents educate, relations between family members, home atmosphere, family economic conditions, understanding of parents, and cultural background), school factors (teaching methods, curriculum, teacher and student relations, school discipline, teaching tools, learning standards over size, building conditions, teaching methods, and homework) and societal factors (student activities in society, mass media, associates, and forms of community life)." Sugandi (2000:25) states that the characteristics of learning include: 1) Learning is carried out consciously and systematically planned. 2) Learning can foster students' attention and motivation in learning. 3) Learning can provide interesting and challenging learning materials for students. 4) Learning can use appropriate and interesting learning aids. 5) Learning can create a safe and enjoyable learning atmosphere for students. 6) Learning can make students ready to receive lessons both physically and psychologically.

2. Definition of Skills

Training - Improvement, development and formation of a skilled workforce is carried out through coaching, education and training, these three things are interrelated, but in essence training contains elements of coaching and education. According to Hamalik (2005: 10), training is a process that includes a series of actions or efforts that are carried out deliberately in the form of providing assistance to workers carried out by professional training workers at a time, with the aim of increasing the work abilities of participants in the field of work. in order to increase effectiveness and productivity in an organization.

A similar opinion was expressed by Bernardin & Russell (in Gomes, 2003: 197) which states that, "Training is any effort to improve worker performance in a particular job that is being responsible, or a job." Training is more related to improving the skills of a person, both those who have occupied a particular job or task or those who are just about to step into the world of work, so that it places more emphasis on skills.

So, what is meant by skills according to Hutapea & Thoha (2008: 28) is a person's ability to carry out an activity or job. Furthermore Siagian (2003: 57) also suggests the notion of skills as a technical ability to carry out a particular activity that can be learned and developed. This means that skills development efforts are part of educational activities, which means that they are carried out consciously, pragmatically and systematically, especially in technical fields and in their application are shown to operational activities.

Skills training is synonymous with job training, because it trains human resources to be better than before. According to Sagir (1989: 40), job training is a sub-system of the education system as a whole. If formal education places more emphasis on the formation and development of personality, talent, attitude, mentality, knowledge, intelligence, analytical power and creativity, then job training emphasizes skills called professionalism. Training must always be related to the world of work and work requirements, therefore job training will be more flexible than formal education. Job training will continue to be necessary as the world of work and job requirements continue to evolve and change rapidly.

Whereas in Law Number 13 of 2003 concerning employment it is explained that: Job training is the whole activity to provide, obtain, improve, and develop work competence, productivity, discipline, attitude, and work ethic at a certain skill and expertise level in accordance with the level and qualifications of the position or job.

The training aims to prepare and develop workforce, both structural and functional, who have the ability in their profession, the ability to exercise loyalty, the ability to carry out dedication and the ability to have good discipline. Professional ability contains aspects of job skills, social skills, and personality so that they are more efficient and effective (Hamalik, 2005:16). According to Bernardin & Russell (in Gomes 2003:199), the training program has three stages of activity which include:

- a. Training needs assessment, the purpose of which is to collect information to determine whether or not a training program is needed.
- b. Development of a training program (development), aims to design a training environment and training methods needed to achieve training objectives.
- c. Evaluation of training programs (evaluation,) which has the aim of testing and assessing whether the training programs that have been undertaken are effectively capable of achieving the stated objectives.

As the delivery of material plays an important role in the smoothness and success of the training program, the trainers selected must be experts and professionally qualified. With the condition of being able to direct learning on skills, basically learning is directed so that students can develop life skills.

3. Several concepts regarding improving the standard of living of the community

The problem of improving the standard of living of the people is a very strategic issue and is very much discussed by many groups around the world. The term increasing the standard of living of the people is almost the same as the term when a person or group of people is unable to meet the level of social and economic life needs which are considered as minimum needs from standard needs (physiological needs) such as clothing/clothing, food/food and shelter/house. And if a person or group of people have not been able to meet these most basic needs, then they can be classified into a group of people with a low standard of living. Regarding the low income of the people, some experts say that it is almost the same as poverty.

Among several experts who gave their opinion, Suparlan (1995: xi) (<http://www.damandiri.or.id/file/ninghandandayaniumsaddbab2.pdf>) explains that poverty can be defined as a low standard of living, namely the existence of a level material deficiencies in a number or group of people compared to the standard of living that generally applies in the community concerned. Circumstances like this directly affect the level of health, moral life, and sense of self-esteem of them. Among low-income families who live in an area will have conditions and environmental conditions that are similar to living in poverty.

Referring to this definition, it can be stated that there are still many families in Lalonggombuno Village belonging to this category. The low income of a group of people or families has an impact on the very limited space to fulfill the necessities of life that can be achieved by them. The money that was successfully obtained from working wages as a daily laborer was focused only on meeting the daily food needs of all family members. Under certain conditions, their income is also very often insufficient to provide food needs every day so that all family members, including school-age children, are directed to be able to participate in tackling the burdens of their parents' lives. Conditions like this greatly limit efforts to meet their daily needs so that they do not have a choice of how they are able to deal with family health problems, their children's education and other necessities of life.

Furthermore, Ala in Setyawan (2001:120), describes that poverty is a gap or gap between the main values that are accumulated with the fulfillment of the need for values - the value is appropriate. According to Chambers in Ah. (1996:18), there are five misfortunes that surround the lives of poor people or families, namely: (a) poverty; (b) weak physical; (c) vulnerability, (d) isolation; and (e) powerlessness.

These five things are real conditions that exist in poor communities in developing countries. Poverty, isolation and powerlessness of underprivileged families result in the failure to fulfill the necessities of life that are proper and should be fulfilled, be it clothing, food, shelter, health, education and other needs. One of the real conditions that can be seen is the large number of dropouts due to economic reasons.

4. Reasons for low income

It is very interesting that various theories have been attempted to find an explanation for why the process of low income occurs. The lack of material income has an impact on the occurrence of an unbalanced life.

The diversity of theories that have been developed illustrates the existence of different points of view among observers of life issues between cities and villages.

On the other hand, there is a view that the result of biased policies regarding the development of urban areas. This is in line with the opinion of Lipton and Vyas (1981) in Wiranto's Tatag (http://www.bapeda_jabar.go.id/bapeda_design/doc) who propose the concept of 'urban bias' in explaining why low income occurs in developing countries. . According to Lipton and Vyas: "Small, interlocking urban elites consisting mainly of businessmen, politicians, bureaucrats, trade-union leaders and supporting staff of professionals, academics and intellectuals - can in a modern state substantially control the distribution of resources".

Matters related to urban bias are believed by Lipton to be very accurate because according to him there is indeed an antagonism between rural and urban residents, where the former is characterized by poverty. Therefore, it makes sense that development which is only directed to urban areas has the potential to worsen the lives of the poor in rural areas. To overcome such negative tendencies, Lipton argues that developing countries should direct their investment activities to the main resource they have namely labor-intensive agriculture so that people who have low incomes in rural areas will have the opportunity to develop these resources. the economy around them.

5. Theory of Human Needs

As a normal human being, the necessities of life in society are a level of desire that should be endeavoured to be fulfilled, just like an established society. As expressed by Maslow that humans are motivated to meet the needs of his life. These needs have levels or a hierarchy, starting from the lowest (basic/physiological) to the highest (self-actualization). The hierarchy of these needs is as follows: physiological needs or basic needs (Physiological Needs), the need to feel safe and secure (Safety Need), the need to be loved and loved (Social Needs), the need to be appreciated (Self Esteem Need), the need to self-actualization (Self Actualization Need). For people who have low incomes, like most people, they have very simple desires, which are more oriented towards fulfilling the most basic necessities of life, including meeting the needs for clothing and food. Fulfilling the daily needs of food and drink for all families is the main thing they think about because their per capita income is very low. Sometimes most of them are more resigned to the inability to meet other needs such as having a decent place to live complete with a kitchen/bathroom and toilet and the desire to have other household furniture. And they don't even think about the importance of education for their children so that very

many of them are forced to stop their children's schooling and take away their children's study time so they can help their parents make a living.

6. Marketing Management

Before discussing marketing management, it is necessary to know the meaning of marketing itself. Marketing is a managerial process that makes individuals or groups get what they want by creating, offering and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers (Sudarsono, 2020: 2). According to Suryati (2015: 142), marketing is a success criterion for a company, even marketing management is a benefit generating process for the company, while other managerial functions are cost generating processes. Marketing is also a good solution for companies so that their business continuity continues to grow as well as for consumers whose needs, wants and demands are met. The American Marketing Association (AMA) defines "Marketing is a social process in which people and groups get what they want and need by creating, offering, and freely exchanging valuable items and services with others". Which means marketing is a social process by which individuals and groups obtain what they want and need by creating, offering, and freely exchanging goods and services with others. While the meaning of marketing management is the process of analyzing, planning, organizing, and managing programs that include concept, pricing, and distribution of products or services, as well as ideas designed to create and maintain profitable exchanges with the market to achieve company goals (Suparyanto and Rosad, 2015:1). According to Sudarsono (2020:2), marketing management is the process of planning, implementing (which includes organizing, directing, and coordinating) marketing operations within the company to achieve organizational goals efficiently and effectively. Ofcourse, in the marketing management function, there are analyzing activities, namely analysis carried out to find out the market and its marketing environment, so that how big the opportunities are to seize the market and how big the threats that must be faced can be obtained. According to Sudarsono (2020: 4), marketing management, describes the difference in thinking between the sales concept and the marketing concept, namely, (1) Sales focuses on the needs of the seller.

(2) Marketing focuses on the needs of buyers. (3). Selling pays attention to the seller's need to make his product cash. (4). Marketing has the idea of satisfying customer needs through the means of the product and the whole group of goods associated with creating, delivering and finally consuming it. According to Panjaitan (2018: 15), the purpose of company management is to find, attract, retain and grow target customers by creating, providing and communicating product or service advantages to consumers. The function of marketing management according to Panjaitan (2018: 19): (1) Marketing planning Planning everything before carrying out marketing activities which includes objectives, strategies, policies and tactics to be carried out, (2) Marketing implementation Marketing implementation is a process that changes strategy and marketing plan into marketing actions to achieve goals. Implementation includes the day-to-day activities of effectively executing the marketing plan. This activity requires action that attracts all people or all activities and formal organizational structures that can play an important role in implementing marketing strategies, (3) Control/evaluation of marketing activities Businesses provide instructions to executors so that they always act according to plan. The marketing management process, according to Tjiptadi (2019:22), consists of (1) analyzing market opportunities for companies trying to promote their products in various situations and conditions. In this case, businesses must be aware of the opportunities available and make the most of them through reviewing and identifying market opportunities including monitoring and forecasting demand, market segmentation, selecting target markets, and determining market positions are all tasks that must be completed by the organization, (2) Research and

select target market After analysis of market opportunity, organization is ready to conduct research and select target market. Companies must be able to calculate and forecast market attractiveness, taking into account the total market size, growth, and profitability. Marketers must be familiar with techniques for assessing market potential and projecting future demand. Market measurement and forecasting are important components in determining which new markets and products should receive marketing attention, (3) Designing a market strategy Once ready to determine the market strategy to be used in marketing activities after investigating and selecting target markets. The company must choose how it will differentiate itself from its competitors and how it will reach its target market. In order to develop the best marketing plan to promote its product, a company must also thoroughly examine the position of its competitors in the same target market. Competitor target planning is more important than customer goals at the moment

challenging market developments, (4) Designing the Company's marketing program after drafting a basic business strategy, then the company creates a marketing program to help achieve company goals. Marketing strategy which consists of the basic principles of marketing management in achieving business ventures, contains important decisions about marketing expenditures, marketing mix and distribution. To achieve a larger market share, marketing management must know what the normal sales budget ratio is. For this purpose, marketing management must examine the marketing work required to maintain a certain level of sales or market share, as well as the costs incurred to meet the required budget. Companies must decide how to distribute the total marketing budget in various parts of the marketing mix, (5) Organizing, implementing, and controlling marketing efforts The marketing management process ends with organizing, executing, and controlling marketing resources. Small companies have marketing managers who can handle all marketing tasks, such as market research, sales, advertising, and customer support, while large companies have specialists in marketing. In general, marketing management is planning, action, monitoring, innovation, and evaluation activities related to the process of introducing products or services to a wide audience or consumers.

C. METHOD

The subjects of this study were the people of Lalonggombuno Village, including those with low incomes. Based on the results of initial observations, information was obtained that the people of Lalonggombuno village only depended on the results of the ponds that were sold to the market. Research using this survey design consists of 3 stages, namely observation, implementation and design/, and validating which is illustrated in the following chart.

This research uses development research, meaning that Research and Development (R&D) is a process or steps to develop a new product or improve an existing product. This method is widely used in the industrial world. Borg and Gall (1983:772) define development research as a process used to develop and validate educational products. The steps of this process are usually referred to as the R&D cycle, which consists of studying research findings related to the product to be developed, developing a product based on these findings, field testing in the setting where it will be used eventually, and revising it to correct deficiencies. found in the stage of submitting the test. In more rigorous programs of R&D, this cycle is repeated until field-test data indicates that the product meets the defined behavioral goals.

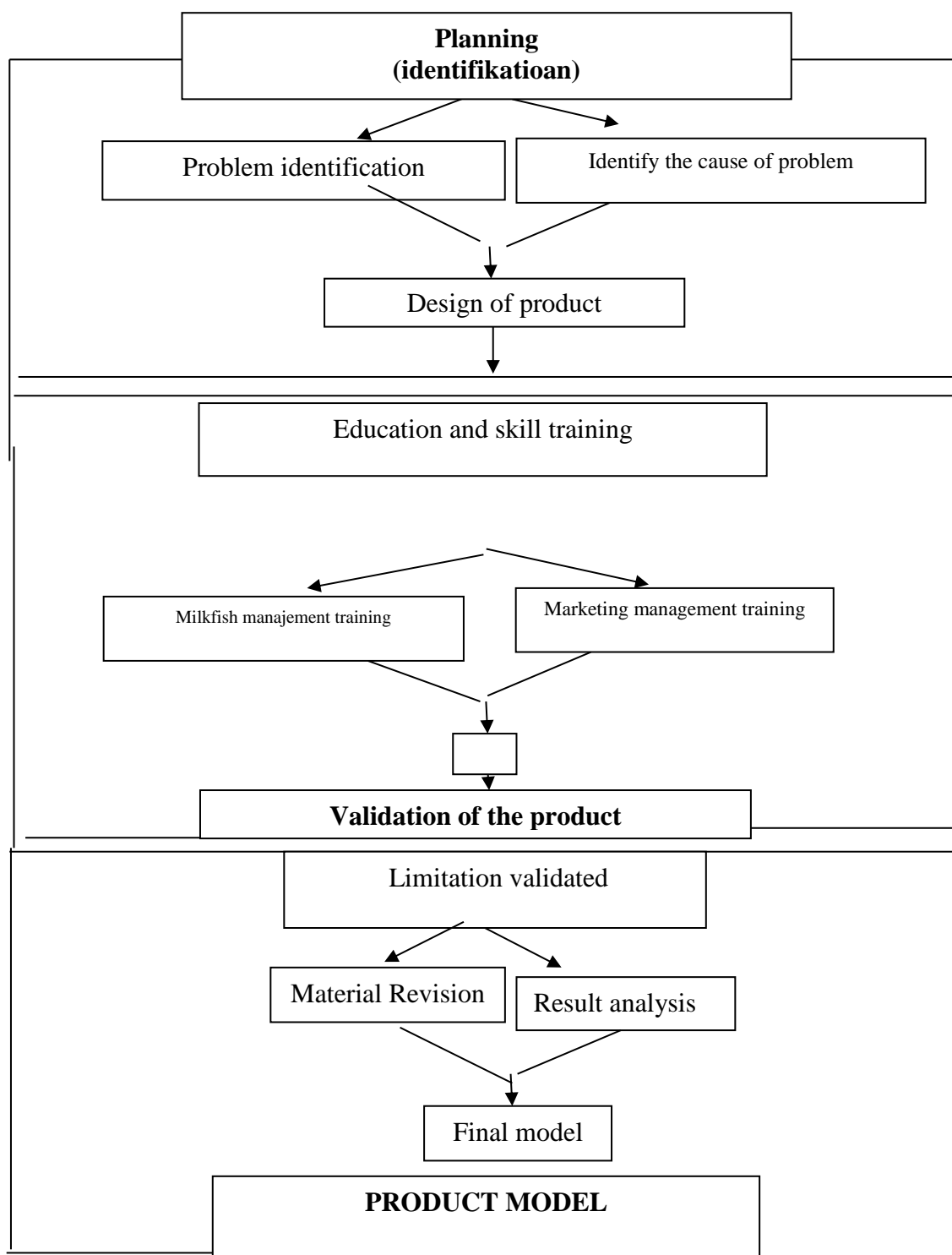
Developmental research (R&D) in education is a process used to develop and validate educational products. The steps of this process are usually referred to as the R&D cycle, which consists of studying research findings related to the product to be developed, developing a product based on these findings, field testing in the setting where it will be used eventually, and revising it to correct deficiencies. found in the stage of submitting the test. In more rigorous

programs of R&D, this cycle is repeated until field-test data indicates that the product meets the defined behavioral goals.

D. RESULTS AND DISCUSSION

The research design as described in the chart above was inspired by the Logan model (1982 in Knirk and Gustafon, 1986 quoted by Fadmadewi, 2007)). This model consists of 3 stages, namely 1) planning, 2) implementation, and design validation. The planning stage consists of 2 activities, namely a) identifying problems, and b) identifying factors that cause problems. The implementation phase begins with training/orientation activities for frontliners and then implements a service strategy. All steps at this implementation stage are then formulated into a draft model which is then developed in the third stage. The draft model is then tested, analyzed until it finally produces the final model.

Theoretical study of the conceptual model of improving the standard of living is intended to identify various problems and examine the components or aspects that cause low people's incomes. Identification of problems and component studies starts with examining the real conditions of the community and identifying the causes of the problems. This is followed by identifying the required programs and establishing a strategy for providing assistance services. The product produced at this stage is a conceptual model that contains problems and factors causing low incomes of the community and the necessary steps can be given to them.



The conceptual model of poverty alleviation for the people of Lalonggombuno Village is explained in the following diagram

An explanation of each component in the conceptual model is presented as follows:

1. Identification of factors that cause poverty. Based on the results of observations and through a need assessment, it was revealed that (a) the community did not have land to live in, so they only worked for profit sharing with pond owners and stayed overnight making sedentary huts on the owner's pond land, (b) they never went to school, so they communicated only use languages from their native villages such as the Konjo

language, the Bugis language and the Makassar language, (c) they do not have the affiliation to manage the results of their fish ponds, so what they manage is to catch the fish as it is and then take it to the market where the result is that only mamou can live one day to three day (d) they do not have the ability to do good marketing of their four results. Most of it, almost 85% of the population of Lalongbumbo village are migrant residents from the Bulukumba area and several areas in South Sulawesi, such as Pangkep and Maros, which until now have been occupying cultivated land lent by empang or pond owners. Their status is only as cultivators who are allowed to occupy landlords' land until now as a place to live so that their whole mind is working on other people's land.

2. The second disparity problem is that they did not finish junior high school and some of them even only attended elementary school due to their inability to attend school either when they were in their area of origin, or were still of school age which made it difficult to receive information. Likewise, they lack knowledge of how to produce better results.
3. Their only ability is processing ponds. But what they don't understand is how to manage the results of the pond well and be more productive. What they understand about marketing only they understand and bring to market. Even though the Laongbun area is a neighbor of Morosi and the place where the new village is located.

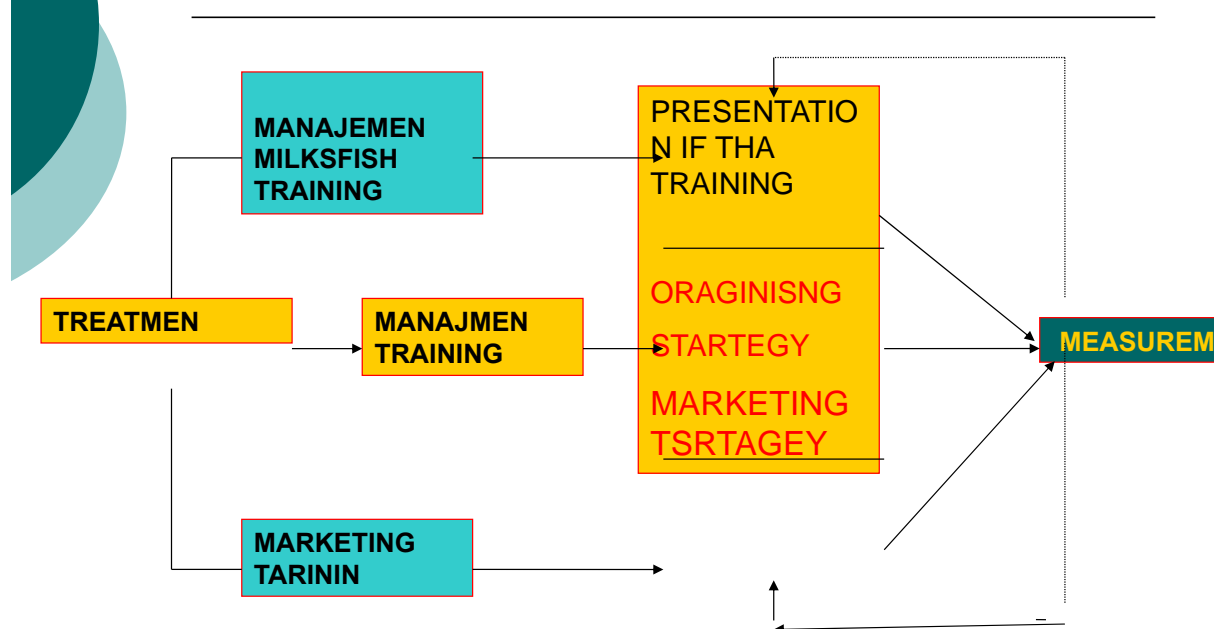
It should be noted that the limited skills that most people with low incomes have do not provide enough space for them to get jobs with adequate wages. With only expertise as fish pond processors, they are very dependent on the generosity of land owners or owners of capital to employ them. With the area of agricultural land shrinking due to the conversion of its function to the construction of buildings or housing, sharecroppers lose job opportunities and most of them are forced to be unemployed.

The low income that binds them from generation to generation results in very limited opportunities to gain knowledge and fill in life skills. The only expertise of low-income people is working on other people's pond land. If the pond production results do not promise relevant income, they will lose job opportunities and will not be able to fill the need for work in other fields. They only rely on job opportunities from the pond management sector and are unable to create their own jobs. This is not because they are hampered by capital, but more on life skills, so they are only able to become daily workers whose wages are below standard, causing their life to be very limited.

If they work it means they will get paid and if they don't work it means there is no income at all. This very limited wage is utilized for all family interests on a priority scale. Rice and staple foods are what must be available from their income, following the allocation of funds for ceremonies, social activities in the family environment and other incidental needs. Important needs to improve their quality of life are neglected because there are not enough remaining funds to send their children to higher education, they do not have money for health care or medical treatment if they are sick, and they do not have the ability to meet other needs other than basic needs.

Based on the explanation above, it can be stated that such is the condition experienced by people with low incomes which makes it impossible for them to be able to improve their quality of life if they are not assisted by other parties through skills education.

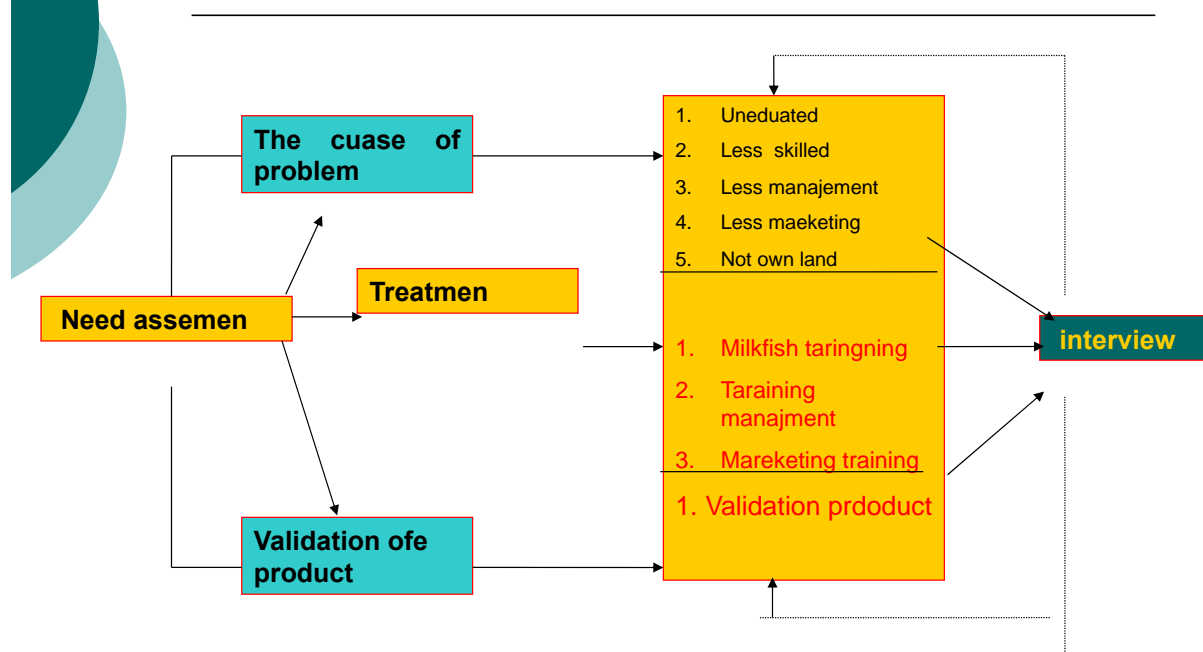
THE STEPS OF TREATMENT



Based on the above conditions, three treatment assistance were given, namely (1) milkfish management education to become presto, (2) management training, (3) marketing training. The three trainings can be explained as follows:

1. Training on milkfish management became presto which was given to the community because on average the people of Lalonggombuno village made milkfish but their catch was only sold to the market without innovation. Processing of milkfish to be fast turns out to be in demand by the community because of factors (a) convenience in consumption, (b) enjoyment and taste factors, and (3) work efficiency factors. After the training was carried out, it turned out that the community's income had increased from previously only Rp. 15,000/ kilogram consisting of 4-6 tails, it turns out that after being changed to Presto which was previously Rp. 15,000 with 4-6 tails, it can become Rp. 7,500/head. If you multiply it per kilo, it becomes Rp. 30,000/kilogram, meaning that the community's profit reaches 50%. This price change significantly helps people's standard of living.
2. In the field of management training, it is aimed at the poorest families whose conditions of management ability are very low and are able to do business on a small scale so that they are slowly able to support their family's needs. The material presented includes role responsibilities, timeliness, quality of work, quantity of results, presence/attendance, teamwork, initiative, and leadership.
3. In the field of marketing, it is aimed at the poorest families through guidance that leads to educational efforts to be able to sell their products by emphasizing understanding in marketing, including the Percentage of Promotional Costs. The main points that must be considered are the percentage of promotional costs that will be carried out, the Level of Sales per Salesperson, the Consumer Satisfaction Index, the Ratio of Consumers and Total Salespersons, and the Productivity Ratio of Sales Volume.

The result of analysis .



4. Validation Test Results

In the validation test carried out in this design using a limited group test, only practitioners. The use of this limited test was carried out because the development steps had been discussed with experts before treatment assistance was carried out. The testing of practitioners is limited to two related agencies, namely the Department of Industry, Trade and the Office of Health. The two agencies were chosen because they were considered the closest to the study. From the results of observation and analysis it is concluded that (1) The factors that cause a lack of income for the people in Lalonggombuno village are caused by low education and even no skills, (2) The skills education model that needs to be applied in improving the standard of living of the people in Lalonggombuno village is skills management of milkfish, management skills and marketing skills, (3) The model for improving the standard of living of the community that needs to be implemented in Lalonggombuno village is a skill model based on field observation, and (4) the model of educational skills compiled can improve the standard of living of the people in Lalonggombuno village, while the results of the analysis of the development by the two agencies commented that in substance this model can be continued and the model for improving the standard of living based on field observation skills includes training in milkfish management skills, management skills training, and marketing skills training, has touched the basic interests of society, this study has shown indications of improving the quality of life of the community.

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