

Improving the Competence of Beautypreneurs of State Civil Apparatus (ASN) Through Training in Making Solid Soap from Natural Ingredients

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ABSTRACT

This study examines the role of Civil Servants (ASN) as beautypreneurs to promote local economic development. Using a quantitative experimental approach, it evaluates the effectiveness of training programs on technical skills (soap-making) and soft skills (leadership, entrepreneurship). Data from 45 ASNs, collected via pre-test, post-test, interviews, and observations, show significant improvements in entrepreneurship and resource utilization, though packaging knowledge remains a gap. Key skills like leadership and creativity emerged, but further support is needed. The study highlights ASN's potential in community empowerment and calls for future research on long-term impacts and program scalability.

INTRODUCTION

The beauty industry has now become a rapidly growing economic sector and has significant potential in community empowerment. The role of the State Civil Apparatus (ASN) as a driver and facilitator in society is very important to optimize this potential. In order to play a more effective role, it is necessary to improve ASN competence in the field of beautypreneurs, namely entrepreneurship in the beauty industry. This is also supported by Government Regulation (PP) Number 94 of 2021 concerning Civil Servant Discipline which does not regulate the prohibition for ASN to become entrepreneurs.

Improving the competence of beautypreneurs among State Civil Apparatus (ASN) is not only aimed at honing individual skills, but also to encourage local economic growth through community empowerment. With adequate competence, ASN can become agents of change who are able to initiate and foster businesses in the beauty sector, thereby creating jobs and improving community welfare. Mulyadi (2019) explained that in facing the digital era, developing the competence of State Civil Apparatus (ASN) is very important to ensure that they can adapt to rapid changes and utilize technology effectively. Therefore, the ASN competence development strategy must include technical and non-technical training that focuses not only on practical skills, but also skills related to digitalization, such as the use of information technology, data management, and digital communication.

To improve the competence of State Civil Apparatus (ASN) in the field of beautypreneur, a comprehensive approach is needed that covers several main aspects. First, technical training that focuses on mastering practical skills (hard skills) in the beauty industry, such as facials, make-up, and hair care, making cosmetic products and others. Second, the development of soft skills, such as effective communication, customer service, creativity, and time management, which are very much needed in this industry. According to Suhardjono (2022), soft skills, which can be interpreted as "soft skills," are abilities or expertise that come from within the individual. These skills function to help individuals manage themselves and build relationships or interact with others. Technical skills can be easily taught but are also supported by soft skills that will provide a strong impetus to develop.

The development of ASN competencies in this study provides technical training in making soap from natural ingredients to improve the beautypreneur skills of ASN. Solid soap making training based on local potential is a strategic effort to increase community empowerment while optimizing the use of abundant local natural resources. In this training, participants will learn various techniques, both basic and advanced, starting from selecting local raw materials such as coconut oil, palm oil, or typical herbal plants, to the processing, printing, and packaging of products. In addition to improving practical skills, this activity opens up opportunities for the community to create new businesses, encourage product innovation, and strengthen community-based economic independence. Thus, local potential is not only maintained, but also makes a real contribution to improving community welfare.

Suryani (2020) stated that the beauty industry has great potential in supporting community empowerment, especially in creating job opportunities and improving economic welfare. This potential can be utilized through training and skills education in the beauty sector, which not only provides financial benefits for individuals but also helps improve the local economy. Community empowerment in the beauty sector can be an effective solution to strengthen economic independence and reduce unemployment rates, along with the growing trends and demand in this industry.

THEORETICAL REVIEW

Training is a part of education that focuses on the learning process to acquire and develop skills outside the formal education system. Usually, training takes place in a relatively short period of time with more emphasis on practice than theory. The skills acquired can include physical, intellectual, social, managerial, and other aspects. Training has an important role for employees, both those who have just joined and those who already have work experience. (Rivai, et al, 2011)

Training can be defined as an organized process with an emphasis on important aspects that take place before, during, and after the training program is implemented (Salas et al, 2012).

The training in this study is to train ASN to have the competence to make solid soap from natural ingredients. The training approach uses the ADDIE model. The ADDIE model is used to design training programs to compile learning materials that are in accordance with needs, especially in line with the development of science and technology, so that the curriculum can continue to be updated (Woo, 2018).

According to Reves (Jonnalagadda, 2022), the stages in the ADDIE model include analysis, design, development, implementation, and evaluation. These stages are sequential, where each stage depends on the successful completion of the previous stage. The ADDIE stages in this study start from analysis, where at this stage the designer sets learning targets (Mayfield, 2003), namely ASN BBPPM Yogyakarta, which is an institution that facilitates community empowerment, one of which is through training. The second stage is design. At this stage, specific learning objectives are determined. In addition, appropriate teaching methods, materials, and delivery systems are selected. This stage also determines the training strategy, namely how teaching methods are used to achieve the learning objectives that have been set. The third stage is develop, training materials are prepared. As a final step in this stage, the implementation plan is revised. During this process, instructional developers also validate each learning unit and/or module along with its supporting materials as they are developed. They correct any identified deficiencies and fix them (Allen, 2006). The next stage is the level of training implementation which is continued with activity evaluation.

Soap is a widely used and well-known cleaning agent. And it is the oldest type of cosmetic, Various authors describe soap in different ways. According to Wara (2013), soap is a cleaning agent available in various forms,

obtained from the reaction of sodium or potassium salts with natural fatty acids. Soap is soluble in water and is used for washing, bathing, and medical purposes. Its cleaning ability comes from the negative ions in the hydrocarbon chain connected to the carboxyl group of fatty acids. Dwiyanti (2020) Solid bath soap is used as a body cleanser or certain areas of the skin. Quality soap is able to clean without damaging the skin and helps protect against microorganism infections. In addition to its main ingredients, soap can also contain natural ingredients with antiseptic compounds.

METHODOLOGY

This study uses a quantitative approach with an experimental design to measure the effectiveness of the ASN beautypreneur competency improvement strategy in optimizing community empowerment. This study aims to analyze the impact of training and competency development programs provided to ASN on ASN beautypreneur capabilities. The study population was ASN involved in training and competency development programs in the beauty sector. The research sample was taken using a random sampling technique by selecting ASN who had attended beauty training for a certain period of time.

The sample determination was carried out by random sampling of ASN within the BBPPM Yogyakarta environment. The sample consisted of 45 ASN.

The research instruments used were 1) a questionnaire to measure ASN knowledge, skills, and attitudes related to beautypreneur competencies before and after participating in the training. This questionnaire was also designed to evaluate the impact of training on community empowerment, including improving community skills and economic independence. 2) observations were conducted to see the practical skills that had been learned by ASN in community empowerment activities, 3) Structured interviews were also used to obtain more in-depth qualitative data regarding the experiences of training participants.

The data collection technique was carried out by providing pre-test and post-test questionnaires to ASN who attended the training. The pre-test was conducted before the training to measure the level of initial knowledge and skills, while the post-test was conducted after the training to assess the changes that occurred. In addition, data from observations and interviews will be combined to support quantitative analysis.

The data analysis technique uses a paired t-test or paired test with the following formula to determine the difference between pre and post values:

$$t = \frac{\bar{d}}{s_d / \sqrt{n}}$$

RESULTS AND DISCUSSION

Description of training activity participants

Participants in the local potential-based solid soap making training activity consisted of 45 ASN in the BBPPMDD Yogyakarta environment. In terms of gender and age of ASN, it is explained in table 1:

Table 1. Overview of training participants

Gender	N
Man	29
Woman	16
ASN Age	
21-30 Years	3
31-40 Years	22
41-50 Years	17
51-60 Years	2

Source: processed by the author himself

Based on the table above, the composition of participants consists of 29 men and 16 women, indicating that men dominate the participation in this activity. Based on age category, most participants are in the productive age group, namely 31-40 years with a total of 22 people. The 41-50 age group is in second place with 17 participants, while the 21-30 and 51-60 age groups are only attended by 3 and 2 people, respectively. This age diversity illustrates that participants are dominated by those in middle age, who tend to have experience and high enthusiasm for participating in training.

Participants who attended this training were mostly aged between 30 and 40 years, which is included in the early adulthood to middle adulthood age group. At that age, individuals generally have a more developed intellectual level and broader life experience compared to teenagers. In addition, adults in this age range tend to be quicker in understanding and absorbing information, especially if the information is relevant to their needs. Among the participants, there were gender differences that were more attended by men than women, which can affect the dynamics of learning and receiving information.

The stages of the training activities began with the provision of a pre-test, then the delivery of training materials and continued with the practice of making solid soap based on local potential. Training participants were actively involved in small groups consisting of 5 participants. Each group will work together to produce solid soap made from natural ingredients.

This is in line with research by Suwaryo & Yuwono, 2017, As age increases, the ability to capture information and a person's mindset will develop, so that the knowledge gained will be better. In the age range of 20-35 years, individuals tend to be more active in society and have better comprehension skills. At this age, intellectual abilities and problem-solving skills are also at a very good level.

Improving training results

This instrument is designed to assess the competence of participants in the Beautypreneur training program in the Beauty Sector, especially related to the

manufacture of solid soap based on local potential. This instrument includes four main indicators that are the benchmarks for the success of participants in understanding and implementing the training materials. These indicators include:

- a) Entrepreneurial knowledge, which acts as a foundation for developing creative and sustainable business ideas.
- b) Knowledge of tools and materials, to ensure participants can select and utilize local resources effectively.
- c) Knowledge of the soap making process, including the technical stages of making solid soap.
- d) Knowledge of product packaging, which aims to help participants understand the importance of packaging design and function to attract consumer interest.

Table 2. Training indicators for soap from natural ingredients

Training indicators for soap from natural ingredients

- A. Entrepreneurial knowledge
- B. Knowledge of tools & materials
- C. Knowledge of the soap making process
- D. Knowledge of product packaging

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	A1	.4022	46	.35931	.05298
	A2	.7174	46	.31006	.04572
Pair 2	B1	.57 97	46	.26699	.03937
	B2	.7029	46	.27423	.04043
Pair 3	C1	.5290	46	.29461	.04344
	C2	.7536	46	.30172	.04449
Pair 4	D1	.5326a	46	.35594	.05248
	D2	.5326a	46	.35594	.05248

- a. The correlation and t cannot be calculated because the standard error of the difference is 0.

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	A1 & A2	46	.245	.101
Pair 2	B1 & B2	46	.786	.000
Pair 3	C1 & C2	46	.527	.000

Paired Samples Test

		Paired Differences					T	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	A1 - A2	-.31522	.41310	.06091	-.43789	-.19254	-5.175	45	.000
Pair 2	B1 - B2	-.12319	.17720	.02613	-.17581	-.07057	-4.715	45	.000
Pair 3	C1 - C2	-.22464	.29021	.04279	-.31082	-.13846	-5,250	45	.000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
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Pair 3	C1 - C2	-.22464	.29021	.04279	-.31082	-.13846	-5,250	45	.000

The results of the paired samples analysis show that there are significant differences in most of the data pairs. In Pair 1 (A1 and A2), the average value increases from 0.4022 to 0.7174 with an average difference of -0.31522. The t-test results show that this difference is statistically significant ($t = -5.175$, $p < 0.001$). The correlation between A1 and A2 is low ($r = 0.245$) and not significant ($p = 0.101$). Pair 2 (B1 and B2) also shows an average increase from 0.5797 to 0.7029, with an average difference of -0.12319. This difference is statistically significant ($t = -4.715$, $p < 0.001$) with a strong correlation ($r = 0.786$, $p < 0.001$). In Pair 3 (C1 and C2), there was an increase in the average from 0.5290 to 0.7536, with an average difference of -0.22464. This difference is significant ($t = -5.250$, $p < 0.001$), and the correlation between the two is moderate ($r = 0.527$, $p < 0.001$).

Meanwhile, in Pair 4 (D1 and D2), the average value of both is identical, which is 0.5326, with the same data variation (standard deviation = 0.35594). Since there is no difference between D1 and D2, the t-test cannot be performed. Overall, this analysis shows that there is a significant increase in pairs A1-A2, B1-

B2, and C1-C2, while there is no change in pair D1-D2. The highest correlation is found in pair B1-B2, indicating a strong relationship between the data.

Data analysis showed that knowledge about packaging before (pre-test) and after (post-test) the intervention did not experience significant differences. The average values of both groups were almost identical, and statistical tests confirmed that the changes that occurred were not significant. This indicates that the intervention carried out has not been able to provide a significant impact on increasing consumer knowledge about packaging.

According to Rivai, training is part of education that focuses on the learning process to develop and improve skills outside the formal education system. This training is often done in a short time with more emphasis on practice than theory. The skills in question include physical, intellectual, social, managerial abilities, and so on. This training is very important for new employees and those who are already experienced in work (Rivai, et al., 2011).

ASN beautypreneur capabilities in the BBPPDM environment

Beautypreneur is a term that refers to entrepreneurs in the beauty sector, especially those who use social media as their main platform. They often collaborate with certain cosmetic brands to review products and receive payment for the service. Usually, they also work as Makeup Artists (MUA) who act as a promotional media for cosmetic brands through activities on social media. In addition to being active on digital platforms, they are also involved in various social activities, including providing education about beauty and collaborating with cosmetic brands in charity or fundraising activities (Alamsyah, 2021).

The characteristics of a beautypreneur are similar to an entrepreneur, namely an individual who has the courage to take risks to take advantage of various business opportunities. Taking risks reflects an independent attitude and the courage to start a business, without being hampered by fear or worry, even when facing a situation full of uncertainty.

According to Naruboden (2020), there are five indicators that reflect the entrepreneurial intention of undergraduate students, namely: (1) considering starting a business independently, (2) being ready to do anything to become an entrepreneur, (3) taking the initiative and actively trying to create their own business, (4) being determined to start a business in the future, and (5) having the desire to start a new business in the future.

Table 3. Capability Indicators Beauty Preneur
Beauty Preneurship Capability Indicators

-
1. Leadership
 2. action oriented
 3. Dare to make decisions
 4. free to stand alone
 - 5.creativity
 6. honesty
-

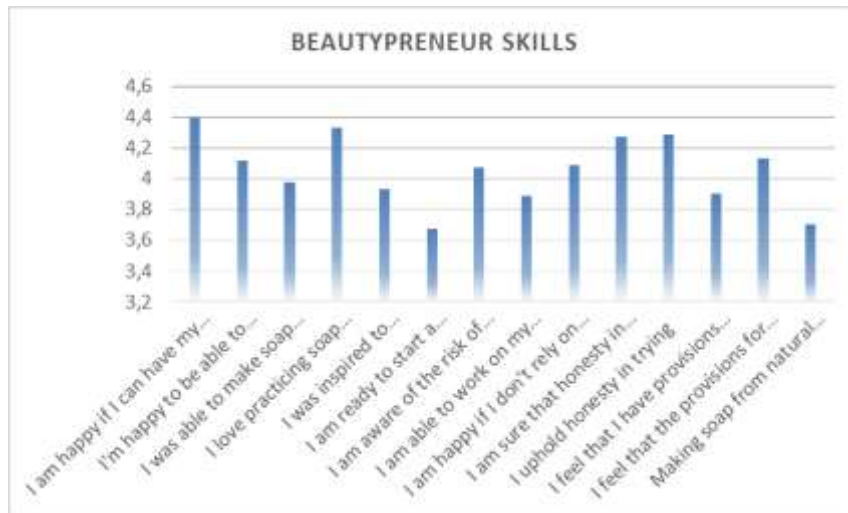


Figure 1. Beautypreneur capabilities

Source: data processed by the author

Based on the analysis results, there are six main aspects that reflect individual abilities and attitudes, namely leadership, action orientation, courage in making decisions, independence, honesty, and expertise in the field of beauty. In general, respondents showed positive attitudes and abilities, as seen from the average value which is quite high in most indicators. In the leadership aspect, the enthusiasm of respondents to have their own business that generates income is very prominent, with the highest value reaching 4.4. This indicates a strong motivation to become a leader in running a personal business.

In the aspect of action orientation, respondents showed pleasure in direct practice, which is reflected in the highest value of 4.33 in the statement "I enjoy practicing making soap directly." However, the inspiration to act immediately has a lower value, which is 3.93, so it requires further encouragement so that respondents are more motivated to take real steps. In the aspect of courage to make decisions, awareness of the risk of failure has a positive value of 4.07. However, readiness to start a business has the lowest value in this category, which is 3.67, which indicates the need for additional support to increase self-confidence.

In terms of independence, respondents showed a positive attitude, especially in terms of not being financially dependent on their husband or parents, with the highest score of 4.09. Even so, the overall level of independence can still be improved, with an average score of 3.89. In terms of honesty, all indicators scored above 4.27, reflecting that the principle of honesty is considered very important in business. Finally, in terms of beauty expertise, respondents felt the need to continue honing their soap-making skills to achieve the best results (4.13), but overall mastery still requires more attention, with a score of 3.7.

Overall, although respondents showed potential and positive attitudes, there are still some things that need to be strengthened. Readiness to start a business and mastery of soap-making techniques are areas that require more attention. With adequate training and mentoring, these two aspects can be improved to support the success of respondents as beautypreneurs. Suhardjono, 2022 stated that the development of soft skills plays a very important role in

increasing an individual's readiness to start a business and master technical skills, such as in soap making. Naruboden, 2020 identified indicators that influence entrepreneurial intentions, such as readiness to start a business and mastery of technical skills, which can be applied to prospective beautypreneurs.

CONCLUSIONS AND RECOMMENDATIONS

This study aims to improve the competence of State Civil Apparatus (ASN) in the field of beautypreneurs as an effort to empower the community. Based on the results of the study, there was an increase in ASN skills in making soap from local ingredients, leadership development, and better decision-making. However, knowledge about product packaging did not show significant changes, indicating the need for further training in this aspect. Therefore, it is recommended to develop more comprehensive training, which includes product packaging, marketing, and digital promotion, as well as strengthening soft skills such as financial management and creativity, to support the sustainability of beautypreneur businesses. This study has limitations in focusing on soap-making training with limited samples and the lack of measurement of long-term impacts on skill mastery. Further research can be expanded by involving training in other beauty fields, as well as long-term research to assess the sustainability of skills and the potential for expansion of this program to other sectors.

FURTHER STUDY

Future research should explore broader beautypreneur training beyond soap-making, incorporating skills such as skincare formulation, cosmetic production, and sustainable packaging. Longitudinal studies are needed to assess the long-term retention and application of skills, as well as the economic impact on participants and their communities. Additionally, examining the effectiveness of digital marketing and financial literacy training could provide insights into enhancing business sustainability. Expanding the study to diverse regions and larger participant groups would offer a more comprehensive understanding of how beautypreneur programs can drive community empowerment and economic resilience.

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