

Women Empowerment and Entrepreneurial Motivation: Solution for Increasing Family Economics

Muliati Usman¹, Dahlia², Fadhilah³

¹ Department of Management, Faculty of Economics and Business, Syiah Kuala University,
Darussalam, Banda Aceh, Indonesia

² Department of Psychology, Faculty of Medicine, Syiah Kuala University,
Darussalam, Banda Aceh, Indonesia

³ Department of Family Welfare Education, Faculty of Teacher Training and Education, Syiah Kuala University,
Darussalam, Banda Aceh, Indonesia

Email: ¹ muliatiusman@unsyiah.ac.id, ² dahlia@unsyiah.ac.id, ³ fadhilahrazali19@gmail.com

Abstrak

Peningkatan kualitas sumber daya manusia dengan memanfaatkan potensi perempuan merupakan strategi yang sangat penting untuk mengatasi kesenjangan ekonomi dalam rumah tangga. Namun, hasil survei awal dan wawancara dengan mitra menunjukkan bahwa motivasi diri, keterbatasan pengetahuan, keterampilan dan gender inequality menjadi kendala atau masalah dalam mengembangkan potensi mereka. Oleh karena itu, tujuan dari program pengabdian ini adalah untuk memberdayakan perempuan sebagai sumber daya manusia yang potensial dengan mengembangkan motivasi kewirausahaan untuk meningkatkan ekonomi keluarga melalui keterampilan menyulam jilbab. Metode program pelatihan dilaksanakan dengan menggunakan sosialisasi atau penyuluhan dan juga praktek. Mitra adalah anggota Organisasi Pemberdayaan Kesejahteraan Keluarga (PKK) di Gampong Rukoh, Darussalam, Banda Aceh yang berjumlah 40 orang. Untuk selanjutnya, evaluasi dilakukan dengan melakukan analisis dan interpretasi terhadap data hasil pelaksanaan survey. Hasil yang dicapai antara lain: (1). aspek peningkatan soft skill: sebanyak 50% mitra mendapatkan wawasan atau pemahaman dan pengetahuan tentang pentingnya motivasi berwirausaha dalam mendukung perekonomian rumah tangga, (2). aspek peningkatan hard skill: sebanyak 75% mitra sudah mampu mendesain bordir hijab dengan berbagai model atau kreasi baru, (3). aspek peningkatan nilai ekonomis: bordir sebanyak 70% menyatakan jilbab adalah produk yang banyak diminati sehingga mudah dipasarkan untuk menambah pendapatan keluarga.

Kata Kunci: Pemberdayaan Perempuan; Motivasi Kewirausahaan; Ekonomi Keluarga

Abstract

Improving quality of human resources by utilizing the potential of women is a very important strategy to overcome economic disparities in households. However, the results of initial survey and interview with partners indicate that self-motivation, limited knowledge, skills, and gender inequality are obstacles or problem in developing their potential. Therefore, the purpose of this devotion program is to empower women as a potential human resource by developing motivation for implementing entrepreneurial concept to improve family economics through skills from embroidering the hijab. Method of the training program was held by using socialization or counseling and practice. The partner is a member of the Family Welfare Empowerment Organization (PKK) in Gampong Rukoh, Darussalam, Banda Aceh, totaling 40 people. Further, evaluation was applied by analyzing and interpreting data resulted of survey. The results achieved showed: (1). the aspect of improving soft skills, 50% of partners gain new insights or understanding and knowledge and understanding on the importance of entrepreneurial motivation in supporting the household economy, (2). the aspect of increasing hard skills, 75% of partners can design hijab embroidery with various models or new creations, (3). aspects of increasing economic value: 70% claimed that hijab embroidery is a popular product that is easy to market in increasing family income.

Keyword: Women Empowerment; Entrepreneurial Motivation; Family Economics

Submitted: 05/09/2022

Revision: 16/09/2022

Accepted: 27/10/2022



INTRODUCTION

Empowerment is one of the methods used as an effort to provide tool for the society to meet the needs of learning on knowledge and skills related to a better life in family and society (Karwati, 2017). Women are one of the important components in society that have the potential to drive the country's economy. In this case, gender mainstreaming is one of the development strategies carried out by integrating the experiences, aspirations, needs and interests of women into the planning, implementation, monitoring and evaluation of all policies, programs, projects, and activities in various fields of life. This is certainly an important event for women to gain equality and equal access in various fields, including the economy (Meraj & Sadaqat, 2016). Women are a potential when global competition is getting stronger and tighter. Thus, women's empowerment programs are very important in responding various challenges and at the same time woman's empowerment also presents advantage i.e., opportunities in the future. This shows that women have the potential to present change (Putri & Eriyanti, 2019). Further, women's empowerment is an effort to realize the equal roles, access, and control of women in all areas of development. Women's empowerment programs are an effort to realize the creation and distribution of development benefits for men and women in a balanced way (Sohail, 2014).

Women's empowerment has been identified using many different perspectives, concepts, interventions, and consequences. However, there does not appear to be a universally accepted definition of women's empowerment as it varies widely depending on the cultural context that influences how empowerment can occur (Al Khayyal et al., 2020). Empowerment when viewed in its emancipatory word has a serious meaning that raises questions related to personal identity that connects action to needs, and which results in significant making of collective change. It is also a concept that is concerned not only with the personal identity of women but carries a broader analysis of human rights and social justice. By applying gender issues, the problem of empowerment brings women to a wider realm, both private and public. In this context, empowerment is a process to change the distribution of power between men and women, both in interpersonal relationships and in institutions throughout society (Tandon, 2016).

Empowerment also demands critical intervention by the government. Interventions

need to be designed through a well-organized approach with roles assigned to women and carried out systematically. Development of women and women's empowerment are conceptually correlated as well as methodologically. Thus, the empowerment of women is very important to achieve their goals on a par with men in various fields of life, maintain and maintain a culture of unity, equality, and dignity (Adjei, 2015). By empowering women to be economically healthy which enables them to overcome obstacles (Shetty & Hans, 2015). Improving the quality of human resource by utilizing the potential of women, especially mothers, is very important to overcome economic disparities that occur in society. However, the educational background that does not support and the limited information about business skills and the lack of capital for business, become obstacles for them in developing their potential. Mothers need to increase knowledge and skills through women's empowerment programs with skills in accordance with their interests i.e., business skills training that is expected to provide additional income. By empowering women, it will increase their independence and the independence possessed by a woman, for example in the economic sector, can increase household income. Then, it will increase the per capita income of a region (Pasan et al., 2022).

The current phenomenon shows the evidence that there is a shift in women's public roles, especially in the economic sector. The patriarchal system that has long grown in Indonesian culture, where men's position in the public is more dominant than women's, is slowly crumbling. Changes in culture and social systems provide a wider space for women to participate economically in society. In this case, the development of women entrepreneurs is an interesting phenomenon both in terms of economics (economics equality) and social equality (social equality), especially in a country that is undergoing a process of political, social, and economic transformation. The various facts indicate that interest in the entrepreneurial profession is getting higher in various countries, so that research on entrepreneurship and associated with women is a new and interesting research issue (Jennings & Brush, 2013).

While, the results of previous study (Tohani, 2015) recommended, there is a need to empower society more by bringing up economic activities that have good advantages and more proactive in developing individuals who are motivated to try to be independent thus

they can take lessons from the success of business actors. For this reason, empowerment of women plays an important role in the survival of the family, both about the moral development of children, as well as the fulfillment of the economic needs of the family as one of the main pillars of the continuity of family life. Indeed, women is an important human resource in realize that women's empowerment is urgently needed. The presence of women brings significant changes in national development. They are potential assets that can improve the economy. However, women must be given capital as a step in boosting the economy that will support change in actualizing their potential to support economic sector. So that gender inequality does not occur as a step in encouraging the economy. In this regard, it shows that many women have been actively involved in helping the fulfillment of the family economy (Tjiptaningsih, 2018). In this term, As confirmed by researcher (Handayani, 2016), there are various steps can be taken to create equality of men and women or gender equality, among others by developing family entrepreneurship so that a balanced role can be realized between men and women in the family to jointly build and develop the family economy in order to achieve welfare. Women are potential resource that have strong potential to carry out entrepreneurial activities (Yadav & Unni, 2016).

The main problem of partners, women as an important human resource still cannot take part properly to support the family economy. Inequality and the low ability or skill possessed by woman are the reasons why they are unable to contribute to improve the family economy. In addition, they also have low motivation to carry out entrepreneurial activities. Thus, they lack opportunities to actualize themselves. Thus, although efforts to build gender equality have been carried out for quite a long time, there are still many things and aspects of life that do not reflect the existence of equality between women and men. The lack of attention and intensity and continuity of women's empowerment programs is one of the causes of the lack of gender equality (Onditi & Odera, 2017). Therefore, more active, intensive, serious, and sustainable efforts are needed to build gender equality through women's empowerment programs (Cornwall & Rivas, 2015).

Data in figure 1 showed that total expenditure per capita per year for men reaches Rp. 15,463 million while women only reached 9.004 million. Competency improvement women and policies that are not gender-friendly can provide equal opportunities for men and women

in carry out economic activities. Disparity in the Labor Force Participation Rate between women and men in Indonesia, which is 1:1.5 with the percentage of women in the workforce at 53.1 percent and men by 81.9 percent. Compared to other countries in ASEAN, the country with the smallest disparity is Laos with the ratio of women to men is 1:1.04, with the percentage of women as much as 76.7 percent and 80.2 percent for men. In general, the disparity rate of the labor participation rate by gender between women and men in Myanmar, the Philippines, and Indonesia still higher than Laos (United Nation Development Programme, 2020).

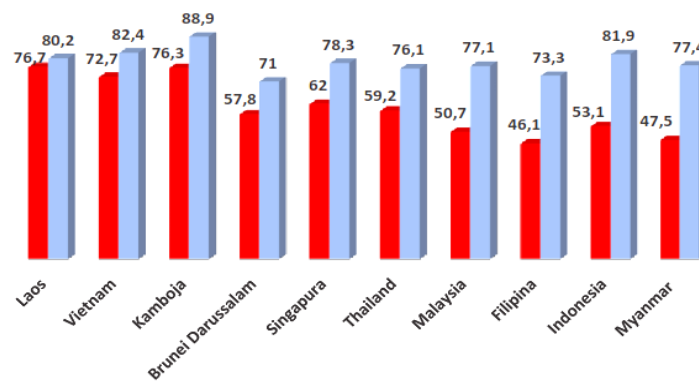


Figure 1. The Disparity Rate of The Labor Participation Rate by Gender

Gender discrimination in various aspects of social life leader to differences in the contribution of men and women in development. In general, women lag good men in the fields of health, education, and economics. Gender issues go wrong one important issue that is included in various planning documents development, both at the national and global levels, including in Sustainable Development Goals (TPB)/Sustainable Development Goals (SDGs). Gender equality is stated in the 5th goal of the SDGs, namely "Achieving" Gender Equality and Empowering Women". Apart from specifically included in the fifth goal, gender issues are also covered in almost all the objectives of the sustainable development goals (Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia, 2021).

Next, data of the Gender Empowerment Index (IDG) as shown in figure 2 is an index that looks at women's empowerment is based on three things, namely women's involvement in parliament, the contribution of women's income, as well as women as professional staff. Based on Figure 2, Indonesia's IDG in in 2020 reached 75.57, an increase of 0.33 points

compared to 2019. There is still a large gap in achievement IDG in provinces in Indonesia in 2020. Indonesian IDG or value nationally reached 75.57 and the five provinces with the lowest IDG were West Nusa Tenggara, Bangka Belitung Islands, West Sumatra, Riau Islands and Aceh while the five provinces with the highest IDG are Kalimantan Central, North Sulawesi, North Maluku, South Sulawesi, and Central Sulawesi (Central Bureau of Statistics, 2020).

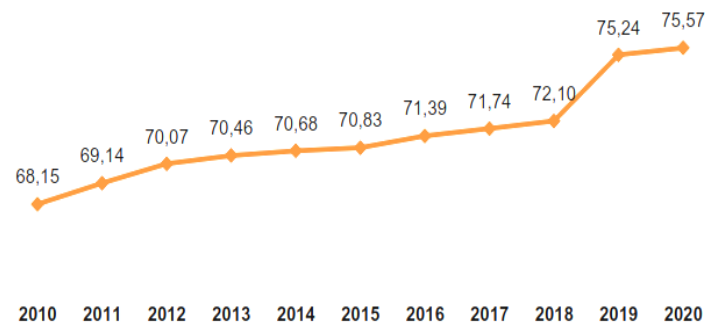


Figure 2. Indonesia's Gender Empowerment Index, 2010-2020

Based on the results of interviews with 5 participants, it can be identified that limited knowledge and skills or competencies are obstacles or problems in developing their potential for entrepreneurship to improve the family economy. Participants admit that it is difficult for them to actualize themselves because they do not have capital that can be used as an asset to participate in the economic sector. The capital is an asset that can be used by women to carry out economic activities from the individual potential. These obstacles indicate the need for optimal development of women's capacity through women's empowerment activities that can be used as assets to be entrepreneur.

The results of the interview are also supported by the results of survey of the barriers for women in improving the family economy as appeared in Figure 3. The result showed that 35% due to lack of motivation, 52,5% limited skills, and knowledge, 7.5% gender inequality, 2,5% limited time, 2.5% limited fund. The result of survey indicated that limited skills and knowledge are factors that strongly hinder women from participating in improving the family economy, and then followed by the second factor, namely lack of motivation. In other words, the first and second factors are barriers that greatly affect women's contribution to the family economy.

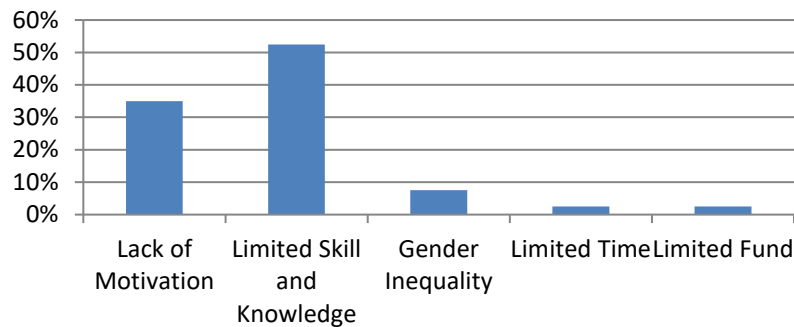


Figure 3. Results of the Survey on Barriers for Women in Improving the Family Economy

Furthermore, figure 4 shows the result of survey on the appropriate solution to empower women to support the family economy. It revealed that 67,5% increasing knowledge and skill, 12,5% strengthening policies, and regulations, 5% financial support, 10% media or forums for self-actualization, 5% technology and information. The result of survey indicated that increasing knowledge and skills is the first factor that greatly determines the solution in empowering women to improve the family economy and it is followed by the second factor, namely increase in skills or competency. This gives a signal that there is a need to provide special attention on these two factors.

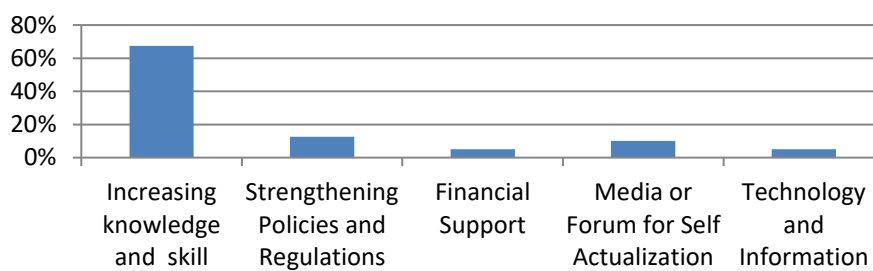


Figure 4. Result of Survey on Best Solution for Empowering Women in Increasing Family Economy

Result of survey on the benefits obtained by women's empowerment programs to improve the family economy is appeared in figure 5. The result showed that 25% increase insight and knowledge, 27,5% is increase skills or competencies, 32,5% increase contribution for family economic, 15% reducing gender inequality. The result of survey indicated that increase contribution for family economic is the first position as benefit from women's

empowerment activities (32,5%). It indicates that this aspect provides high benefit on activity of women empowerment in increasing family economy.

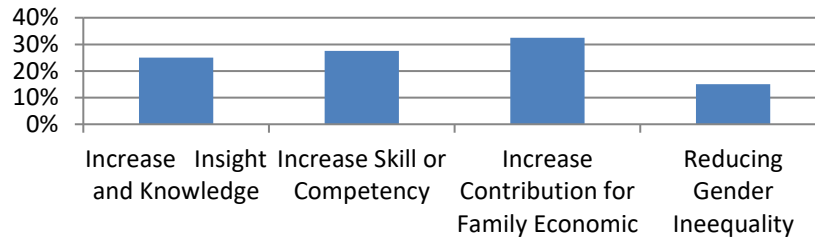


Figure 5. Survey Result on Benefit of Empowering Women in Increasing Family Economy

In this term, the solution to the problems is by implementing Best Practice in Achieving Equality Gender i.e., Gender-Based Human Development. It is a process of change aimed at improving the quality of human life, and one of the benchmarks of the level of the success of development is the human development it has. It is necessary to empower women. It can be identified that women seem so still confined to their existence compared to men. If traced there is a lot of potential possessed by women. They have extraordinary potential that needs to be explored further because it becomes the capital for them to take part in society. They have a lot of potential. Therefore, it is necessary to further explore the potentials that exist in women (Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia, 2021). Further, women need to be empowered, especially in the economic field to overcome poverty faced by women and their families to increase women's income by empowering them in the economic sector (Hasanah, 2013).

In this context, entrepreneurship can be seen as a function including the exploitation of opportunities in the business market. Various steps can be taken to create equality between men and women or gender equality, among others, by developing family entrepreneurship so that a balanced role can be realized between men and women in the family to jointly build and develop the family economy in order to achieve family welfare (Bushra & Wajiha, 2015). When, it is associated with entrepreneurial values, then it refers to the process of instilling and developing certain entrepreneurial values in personality of individual. Thus, the internalization of entrepreneurial values in the family can be interpreted as an educational process in the form of planting and developing certain entrepreneurial values by parents in the child's personality that acts as a driving force and becomes a guide in living life towards

independence. It can be concluded that entrepreneurial motivation is a driving force in individual that creates enthusiasm for the creation of an activity by looking at the opportunities, acting boldly in taking risks, carrying out innovative activities and having a profit orientation (Karwati, 2017).

Thereby, entrepreneurship in Indonesia needs to be developed by prioritizing the development of entrepreneurship programs, knowledge transfer, financial policies for entrepreneurship, conducive social and cultural norms, development of innovation, etc. To develop entrepreneurship, it can be done by organizing education for entrepreneurship. Therefore, entrepreneurship training is an important step and needs to be performed to improve quality of human resource (Tohani, 2015). Training program will have an impact on improving business skills and having an entrepreneurial spirit and is expected to create independence both in attitude and in business. The entrepreneurship training program aims to make women have an increase in knowledge, skills, and attitudes, so that they can apply their learning outcomes in business management that is characterized by entrepreneurship through the utilization of the potential of resource. Empowering women through entrepreneurship training is a lesson to increase women's knowledge and skills. Entrepreneurship training activities are expected to have an impact on the ability/empowerment of women to create jobs. Through entrepreneurship training in utilizing the natural potential in the local environment, women can improve their welfare (Karwati, 2017). The involvement of women in the world of work, especially those who are married (wife) makes them have a dual role in the family. In addition, they must take care of the household and educate children at home, women (wives) also help their husbands in earning a living to support the family's economy. Women play an important role in overcoming the poverty in family (Putri & Eriyanti, 2019).

From the various facts that have been stated, team tried in responding the issue by applying concept of entrepreneurship. Therefore, the purpose of this devotion society program is to empower women through the implementation of the concept of entrepreneurship by providing skill from embroidering the hijab as the asset to be entrepreneurs as a solution in improving the family economics.

IMPLEMENTATION OF METHOD

The devotion society program was carried out by the team on June 23, 2020, at Gampong Rukoh, Syiah Kuala District, Darussalam, Banda Aceh, Indonesia. This program was implemented through training program. It was held by involving participants from member of Family Welfare Empowerment Organization (PKK), totaling 40 people. Training Program is carried out by professional related to the problems faced by partners i.e., 3 (three) experts of Syiah Kuala University with the fields of Human Resource Management (Faculty of Economics and Business), Psychology (Faculty of Medicine) and Family Welfare (Faculty of Teacher Training and Education).

Method of the training program is carried out in 2 (two) forms that can be explained in more detail as follows:

1. Socialization or Counseling

The team conducted socialization or oral lectures through the presentation of materials with the aim of providing understanding and gaining awareness of partner. In this method, discussions are held where partners are given the opportunity to ask questions related to the material.

2. Practice

The team demonstrated or showed directly to partners the process for creating product started from the selection of materials, procedures, and the finalization of the product.

Further, the steps of program implementation as shown in Table 1, starting from: (1) Pre-training; (2) Implementation of training of women's empowerment and entrepreneurial motivation; (3) Evaluation.

Table 1. Steps of Training Program

No.	Program	May				June				July		
		1	2	3	4	1	2	3	4	1	2	
A. Stage 1: Pre-Training Program												
1.	Planning with team to determine the location of training program	█										
2.	Preparation of materials for observation		█	█	█							
3.	Observation and survey to the location of			█	█	█	█					

4.	program Creation and development of training concepts	
B. Stage 2: Implementation of Training Program		
5.	Training for partners by using socialization or counseling and practice	
C. Stage 3: Evaluation of Program		
6.	Evaluating results: analyzing and interpreting data of observation	

Specifically, the steps of program implementation as shown in table1 can be explained as follows:

1. Pre-Training Program

At the first stage, the team made plan and determined the location of the program. Next is the preparation of observation on the object being studied. Then, the team performed observation to the location of program. Based on the results of survey and interview, it was compiled and developed the concept of training in accordance with the needs of partners. Team decided to perform method of program in the form of counseling and then it is continued by the practice.

2. Implementation of Training Program

Firstly, Socialization or Counseling

The team gave presentations or lectures directly related to the importance of entrepreneurship to foster motivation of partners in entrepreneurship to support the family economy. Then, the team also conducted discussion that provided opportunities for partners to ask various questions related to the material.

At the Second stage: Practice

After giving socialization or counseling, the team demonstrated or showed directly to partners the process of making product from the first step to finalization step.

3. Evaluation

Last step after implementation of the training program, team evaluated result or benefit

of the program as an indicator of success by analyzing and interpreting data of survey i.e. the aspect of improving soft skills: new knowledge and insight of the training, the aspect of increasing hard skills: competency or proficiency and the economic aspect: identification of product benefits from an economic point of view.

RESULTS AND DISCUSSION

To measure the performance or output of this program, an evaluation is carried out by analyzing and interpreting the data from survey to draw conclusions as follows:

Firstly, the results or benefit obtained after the implementation of the training are based on aspects of improving soft skills for partners, namely by using the following question item:

“Does the training material presented improve insight and knowledge?”

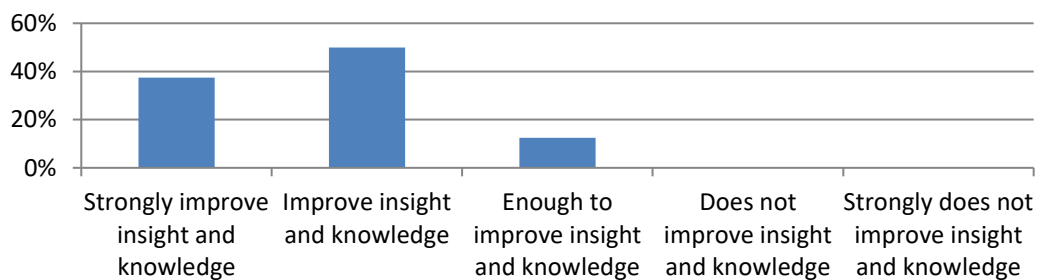


Figure 6. Survey Result on Benefit of Training Program Based on Aspect of Improving Soft Skill

Based on the survey result regarding benefit of training program based on aspect of improving soft skill as shown in figure 6, 50% improve insight and knowledge, 37,5% strongly improve insight and knowledge and 12,5% enough to improve insight and knowledge. The survey results showed that the highest percentage is increase insight and knowledge. The results revealed that the partner really required knowledge and understanding of the concept presented by the team, namely the importance of motivation for entrepreneurship as a solution to support the family economy. When compared with the results of the pra-training survey, it can be identified that there is an increase in the percentage from 25% (figure 5) to 50% (figure 6). This program received a high response from partner. The partners seemed so enthusiastic about the entrepreneurship material provided by the team as shown in Figure 7.

In other words, the team success in developing motivation of partner to empower themselves in entrepreneur. Thereby, knowledge, insight and understanding of entrepreneurship is the best solution in overcoming family economic problems in term of improving soft skill. Indeed, this research succeeded in proving that the improvement of soft skills can provide positive results for increasing knowledge and insight by 50%. Therefore, the results of this research are consistent with the results of previous research by Putri & Eriyanti (2019) that proved the implementation of society service activities through soft skill can increase the capacity of women, namely increasing insight and knowledge on entrepreneurship.

Through entrepreneurship, it will affect the wife's role in increasing family income, namely driving factors such as family economic conditions. Indeed, women tend to face barriers to developing their potential due to unequal access to assets or resources or education and tend to face different societal attributions and expectations. To alleviate some of these concerns, women can be encouraged to pursue education for human resource development (Yadav & Unni, 2016). Therefore, women have so much unexplored potential. Education is a human development input that ensures development towards entrepreneurship education to improve knowledge of woman as the soft skill is key to opening the golden door of freedom for development (Shetty & Hans, 2015).



Figure 7. Socialization of Entrepreneurship Program

Second, the results of a survey on the results or achieved as benefit for partner in the aspect of increasing hard skills are by using the following question items:

“Do you can design hijab embroidery with various models and creations”

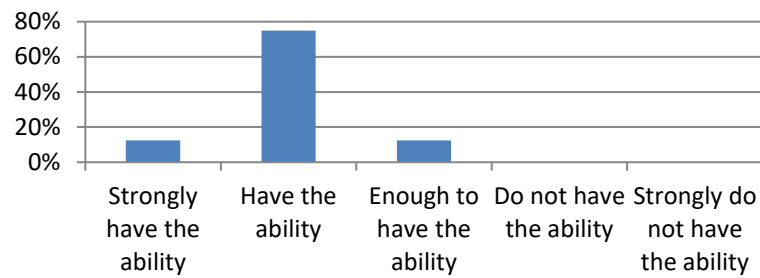


Figure 8. Survey Result on Benefit of Training Program Based on Aspect of Improving Hard Skill

Based on the results of survey on benefit of training program in increasing hard skills as shown in figure 8, it is found that 75% have the ability, 12,5% strongly have the ability, and 12,5% enough to have the ability. The data showed that the highest percentage is partners can design hijab with various models and creations (75%). When compared with the result of pra-training survey, it can find that there is an increase in the percentage. It was found that the benefit of the women's empowerment program on increasing skills or competencies i.e., from hijab embroidery designs was 27,5% (figure 5), while the result of recent survey got 75% (figure 8). After attending the training, they are not only able to embroider that has been taught, but they are able to create other models. The team demonstrated various hijab embroidery designs as practical examples as shown in figure 9. This indicated that the training provided has been able to improve their competence as a solution to improve the household economy by entrepreneurship by 75%.

The results of this study are consistent with the previous study by Paramanandam & Packrisamy (2015). They found that empowering women through soft skills is intellectual capital. Women as potential resources should be prepared by technical knowledge, skills, and marketing training in the entrepreneurship process for more sustainability. The current condition of women is low skills, this resulted in many women livings in poverty and marginalized Thereby, the main priority in empowerment is the creation of independence. It means women as part of society are expected able to help himself in various ways, especially those concerning his survival (Hasanah, 2013).



Figure 9. Demonstration of Hijab Embroidery

Third, the results of a survey on aspects of increasing economic value using the following question items:

“Are products of hijab embroidery easy to market for supporting family economics?”

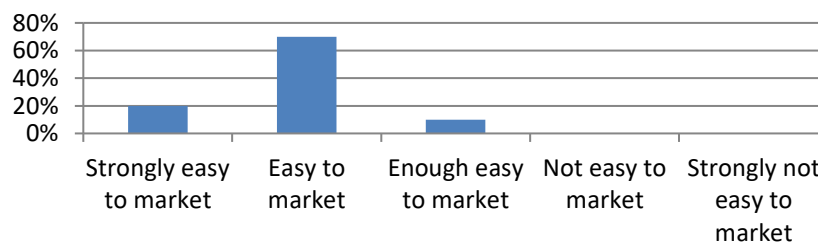


Figure 10. Survey Result on Benefit of Training Program Based on Aspect of Improving Economic Value

Based on Figure 10, it can be identified that the results achieved on benefit of training program based on the aspect of improving economic value is 70% easy to market, 20% strongly easy to market, 10% easy enough to market. The highest percentage appears in the statement that hijab embroidery products are easy to market to improve the family's economy (70%). Then, the results of the initial survey on the benefits of empowering women in increasing contribution for the family economy also showed an increase in the percentage. In figure 5, contribution of training program in increasing economic of family is 32,5% (figure 5), while the last survey result showed that the training program provide benefit for economic value that the product is easy to market is 70% (figure 10). The team also directed partners to be creative in developing other new design. Partner follows the instruction by the team and then they practiced pattern on the shawl prepared by the team. The results of the output or product can be seen in Figure 11. This indicates that products of hijab embroidery have

good prospects as a popular product. Thus, it is easier to be accepted by the society, especially women. Thus, marketing this product will increase income of partner. Thereby, it is a solution to family economic problems.

Thus, this research has succeeded in proving that the hijab embroidery skill provided has been able to present opportunities for economic value by 70%. Hijab embroidery is a product that has good prospects to be marketed in supporting the family economy. The results of this study are in consistent with the previous study by Sohail (2014), empowering women is important because it will lead to the economic development of a country through the products or services produced. Indeed, woman need empowered especially in field economy for resolve poverty which faced people woman and their families to increase women's income by empowering the economy (Hasanah, 2013). However, it is necessary to further review process theory to understand the influence of gender in business models (Yadav & Unni, 2016).



Figure 11. Designs of Hijab Embroidery

Therefore, the results of this research are like the previous research conducted by Paramanandam & Packirisamy (2015), Putri & Eriyanti (2019) and Sohail (2014), they revealed that economic development will not be success without women empowerment. There is a need to impart women by knowledge, skill training and marketing techniques as a process for establishing enterprise for more sustainability. Therefore, with empowerment, women will increase their independence, especially in the economic sector that increase household income. Thus, the potency of women is to increase the contribution of income in the family. Women who enter the public world although there is still a lot of absorption in home-based businesses, the informal sector, it turns out that able to strengthen the family economy.

Women in the informal sector have better resilience than men (Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia, 2021). Therefore, empowerment is intellectual capital to accelerate of economic growth through entrepreneurship. Indeed, women empowerment is very important since it will support them to be wholly involved in income that generate activities for business venture (Paramanandam & Packirisamy, 2015).

CONCLUSIONS AND SUGGESTIONS

Women empowerment as a pillar to improve the family economy is an essential issue that needs special attention from government and society. Therefore, this research is carried out to respond the issues in our society, especially regarding the problem of empowering women as an important human resource to overcome family economics. The results of this study indicated that partners could increase insight, knowledge and understanding that leads to entrepreneurial motivation through society devotion activities carried out by the team. This is indicated by the results of the evaluation of the increase in soft skills, which is 50%. Furthermore, the results of the evaluation of increasing hard skills also show that partners can improve skills or expertise that partners are able to design hijab embroidery with various models, which is 75%. Lastly, this program also provides 70% an increase in the economic value. The products produced by partners are easy to market because they have good prospects as product favored by women. Thus, the women's empowerment program implemented by the team was able to support the moral of women and the economy of family so that women became more independent as successful female entrepreneurs while carrying out their roles as housewives.

Further, this research suggests that there is a need for support from government and society for women to take part in society in dealing with economic problems and inequality. Thus, it is necessary for the government and society to provide more opportunities for women and to take part in the economic sector through supporting program. It is also important to consider support through pro-partisan policies. There are many policies that need to be revised to prioritize the functions and roles of a woman. Next, there is a need for regular women empowerment programs. However, it is also necessary to provide more financial

support for women's empowerment programs so they can be more maximal in performing the activities. There is also necessary for the government to provide a platform to accommodate women in marketing their competencies or skills. Thus, it will greatly help women in developing themselves to become independent to improve the family economics. Furthermore, this research focuses on women empowerment in the economic sector, there is a need for future society devotion program to pay attention on other sectors that also require participation and priority to support nation development.

ACKNOWLEDGEMENT

We as a team of authors would like to thank for the partners of this training program, i.e., Family Welfare Empowerment Organization (PKK) in Gampong Rukoh, Syiah Kuala District, Darussalam, Banda Aceh.

REFERENCES

- Adjei, S. B. (2015). Assessing Women Empowerment In Africa: A Critical Review Of The Challenges Of The Gender Empowerment Measure Of The UNDP. *Psychology And Developing Societies*, 27(1), 58-80. , 27(1), 58-80 .
- Al Khayyal, A. O., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2020). Women Empowerment In UAE: A Systematic Review. In International Conference On Advanced Intelligent Systems And Informatics, Springer, Cham. . (Pp. 742-755).
- Bushra, A., & Wajiha, N. (2015). Assessing The Socio-Economic Determinants Of Women Empowerment In Pakistan. *Procedia-Social And Behavioral Sciences*, 177, 3-8.
- Central Bureau Of Statistics. (2020). Compilation Of Gender Development Index Statistics Data (2020 Method).
- Cornwall, A., & Rivas, A. M. (2015). From 'Gender Equality And 'Women's Empowerment'to Global Justice: Reclaiming A Transformative Agenda For Gender And Development. *Third World Quarterly*, 36(2), 396-415.
- Handayani, P. (2016). Aisyiah Dan Ekonomi Kreatif: Usaha Pemberdayaan Perempuan Melalui Pengembangan Kewirausahaan Keluarga Di Kecamatan Tanggulangin Kabupaten Sidoarjo. *Prosiding Seminar Nasional Ekonomi Dan Bisnis & Call For Paper FEB UMSIDA 2016*, 383-393.
- Hasanah, S. (2013). Pemberdayaan Perempuan Melalui Kegiatan Ekonomi Berkeadilan (Simpan Pinjam Syariah Perempuan). *Sawwa: Jurnal Studi Gender*, 9(1), 71-88. .
- Jennings, J. E., & Brush, C. G. (2013). Research On Women Entrepreneurs: Challenges To (And From) The Broader Entrepreneurship Literature? . *The Academy Of Management Annals*, 7(1), 663-715.
- Karwati, L. (2017). Pemberdayaan Perempuan Melalui Pelatihan Kewirausahaan Berbasis Potensi Alam Setempat. *Jurnal Ilmiah Visi*, 12(1), 45-52.

- Meraj, M., & Sadaqat, M. (2016). Gender Equality And Socio-Economic Development Through Women's Empowerment In Pakistan. *Ritsumeikan Journal Of Asia Pacific Studies*, 34, 124-140.
- Ministry Of Women's Empowerment And Child Protection Of The Republic Of Indonesia. (2021). *Pembangunan Manusia Berbasis Gender*. 1-224.
- Onditi, F., & Odera, J. (2017). Gender Equality As A Means To Women Empowerment? Consensus, Challenges And Prospects For Post-2015 Development Agenda In Africa. *African Geographical Review*, 36(2), 146-167.
- Paramanandam, D. A., & Packirisamy, P. (2015). An Empirical Study On The Impact Of Micro Enterprises On Women Empowerment. *Journal Of Enterprising Communities: People And Places In The Global Economy*. *Journal Of Enterprising Communities: People And Places In The Global Economy*.
- Pasan, E., Retnowatik, F. W., & Yuniarti, Y. (2022). Pemberdayaan Perempuan Dalam Peningkatan Ekonomi Keluarga Melalui Pemanfaatan Limbah Tambang Di Desa Bangunrejo. *PLAKAT (Pelayanan Kepada Masyarakat)*, 4(1), 1-11.
- Putri, D. Y., & Eriyanti, F. (2019). Peran Istri Nelayan Tradisional Dalam Meningkatkan Pendapatan Keluarga Melalui Kewirausahaan Di Kecamatan Koto Tengah Kota Padang. *Ranah Research: Journal Of Multidisciplinary Research And Development*, 1(3), 473-482.
- Shetty, S., & Hans, V. (2015). Role Of Education In Women Empowerment And Development: Issues And Impact . (September 26, 2015).
- Sohail, M. (2014). Women Empowerment And Economic Development-An Exploratory Study In Pakistan . *Journal Of Business Studies Quarterly*, 5(4), 210.
- Tandon, T. (2016). Women Empowerment: Perspectives And Views . *The International Journal Of Indian Psychology*, 3(3), 6-12.
- Tjiptaningsih, W. (2018). Pemberdayaan Perempuan Dalam Upaya Peningkatan Ekonomi Keluarga (Studi Kasus Pada Kelompok Usaha Perempuan Di Desa Sindangkempeng Kecamatan Greged Kabupaten Cirebon). *Jurnal Ilmiah Administrasi*, 2(1), 28-35.
- Tohani, E. (2015). Dampak Pendidikan Kewirausahaan Masyarakat (PKUM) Dalam Konteks Pemberdayaan Masyarakat . *Jurnal Ilmiah VISI* , 10(1), 43-54.
- United Nation Development Programme. (2020). *The Next Frontier: Human Development And The Anthropocene*. In Human Development Report 2020.
- Yadav, V., & Unni, J. (2016). Women entrepreneurship: research review and future directions. *Journal of Global Entrepreneurship Research*, 6(1), 1-18.