



## LOCAL ECONOMIC STRENGTHENING AND COMMUNITY WELFARE THROUGH WOMEN EMPOWERMENT

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### Abstract

*This review study explores the concept of empowerment which is an important strategy in increasing women's roles and opportunities in their lives. Descriptive approaches are used in exploring women's empowerment in more applicative aspects of transformation to be able to capture various changes in the allocation of economic resources, distribution of benefits and accumulation in increasing production, family income, adoption and dissemination of technology, and improving welfare. Through a review of literature, it can be understood that on the different side, women's welfare in the economic field is also a portrait of a society where the stereotype of women as family income earners has formed an opinion that women's role in the economy is only a complement, but women do not only take a productive and reproductive role in their community, but also contribute to the development of the local economy, which acts simultaneously to improve economic and social welfare, especially in the development of the Small and Medium Enterprises (SMEs) sector.*

*Keywords: local, economic, strengthening, welfare, women, empowerment*

## INTRODUCTION

The government is currently implementing various empowerment programs as a form of implementing responsibility in improving community welfare. So far, the government's economic empowerment program has focused on providing capital and training. The program is one of the government's efforts to empower women in the economic sector with local potential based. Empowerment is an important strategy in increasing women's roles and opportunities in their lives. Empowerment is a process and purpose. As a process, empowerment is a series of activities to strengthen the power or empowerment of weak groups in society, including individuals who experience problems of poverty. As a goal, empowerment refers to the situation or outcome to be achieved by a social change: that is, a community that is empowered, has power or has the knowledge and ability to fulfill its needs, both physically, economically and socially.

Referring to the concept of community empowerment, there are three things in the empowerment process, namely: enabling, strengthening potential or empowering, and creating independence both individually and in community groups. Indicators of successful implementation of empowerment programs include: (1) reduced number of poor people; (2) the development of efforts to increase income made by the poor through the use of available resources; (3) increasing public awareness of efforts to improve the welfare of poor families in their environment; (4) increasing group independence which is characterized by the growing development of productive members and groups; (5) increasing community capacity and income distribution (Winarni, 1998).

Women as part of society are an important element in the development process including poverty reduction. Women as the largest part of the poor are certainly a great potential for development in Indonesia. Community empowerment on the basis of women's empowerment has been carried out by the government (Rinawati, 2010). Various policies and programs have been launched by the government, which basically aim to reduce poverty (between 9 percent and 10 percent) and also reduce the Gini ratio or income inequality (target 0.39). With regard to real efforts to reduce poverty which according to the UNDP are more female-faced, the strategies developed need to be integrated both targeting households and communities, even in their own women.

Empowerment efforts are directed towards achieving community welfare through gender equality. The welfare dimension can be measured simply by meeting basic needs such as food, health, housing, the extent to which women and men enjoy it. Empowerment of women aims to accelerate development and build a stronger economy, build a stable and equitable society, and to achieve international human rights goals, and to improve the quality of life for women.

Women's empowerment includes three things: (1) capacity building means building women's abilities; (2) cultural change, namely cultural change that takes sides with women; (3) structural adjustment is a structural adjustment that takes sides with women (Longwe, 1995).

Empowerment is an effort to increase the capacity of the community and provide the widest possible opportunity for the population in the poor category to carry out productive socio-economic activities, so as to produce higher added value and greater income. Thus, community empowerment is essentially directed at increasing access to prosperous life for individuals, families and community groups towards resources to carry out the production process and business opportunities. In order to achieve this, various efforts are needed to motivate in the form of capital assistance and human resource development. In a position of decent economic welfare, even the bargaining position of women in the family is increasing. Limitations of government funds are an obstacle in efforts to increase women's economic productivity. For this reason, there are four things that need to be done in increasing women's productivity. First, intensify efforts to mainstream / focus on increasing economic productivity of women in all development sectors in synergy, especially in sectors that carry out people's economic development. Second, fostering sector and regional government awareness to produce appropriate programs to increase women's economic productivity. Third, encourage the growth of communication forums for women's economic improvement programs to access resources and information on economic empowerment programs from government, private or non-governmental organizations. Fourth, develop independent village models to reduce the burden on poor families. Through regional autonomy, there are opportunities and risks in efforts to increase women's economic productivity.

Everyone also has hopes to be achieved in order to fulfill satisfaction in his life (Ningsih, 2013). Well-being and satisfaction in life encompass human affective and cognitive aspects. Welfare is a general term that refers to all forms of evaluation of a person's life or emotional experience, such as life satisfaction, positive influences, and low negative influences (Diener, 1984; Diener et al., 1999; Lyubomirsky & King, 2005). A different view of well-being is that well-being refers to a quantitative assessment of the daily conditions of an individual's life to determine whether they have the ability and opportunity to live a good life in a particular community or country (Dasgupta, 1993; Helliwell et al., 2014; Kahneman dan Krueger, 2006; Layard, 2010). The causes of welfare level gaps include: (1) household or community socio-economic, (2) structure of sectoral economic activities that form the basis of household or community production activities, (3) regional potential (natural resources, environment and infrastructure) that affect the development of the structure of production activities; and (4) the

institutional conditions that form a network of production and marketing on a local, regional and global scale (Lasupu, 2004).

Based on poverty reduction programs, the government's strategic macro policies include expansion of opportunities, community empowerment, capacity building and social protection. While the operational macro policies in the economic sector include policies to create a conducive climate in fiscal, monetary, investment, industry, policies on the Increase of Women's Economic Productivity implemented with a comprehensive approach with comprehensive policy measures, both structurally, cultural, and natural. It is important that policies and initiatives to promote women's economic empowerment oversee various forms of oppression faced by women, and the ways in which these various oppressions (race, ethnicity, class and so on) interact to allow or deny certain possibilities of women. In addition, empowerment is a multidimensional process, consisting of economic, civil, political, social and cultural dimensions (Moghadam & Senftova, 2005). To realize empowerment in all its dimensions, economic opportunities cannot be understood or pursued separately. Empowering women is more than just financial benefits; it is about enabling women to live in prosperity and dignity, based on equality, rights and justice.

Empowering women to realize women's empowerment is inseparable from the government's goals in the context of developing the local economy. Local Economic Development (LED) is a process by which local government and community organizations are involved in encouraging, stimulating, maintaining business activities to create jobs (Blakely & Bradshaw, 2002). The key role that the regional government must play in LED can also be found in the definition Scheepers & Monchusi (2002) which defines LED as a process managed by the city in accordance with their constitutional mandate to promote social and economic development.

## **CONCEPTUAL AND EMPIRICAL STUDY**

### **Women's Empowerment and Gender Equality Policies**

Through the 2015-2019 National Medium Term Development Plan (Bappenas, 2014) Gender perspectives in all fields and stages of development are emphasized. Equality in development is nothing but to improve the quality of human resources and sustainable development. The development target in terms of gender equality is improving the quality of life for women, increasing the role of women in various fields of life, integrating gender perspectives in all stages of development, and strengthening gender mainstreaming institutions, both at the central and regional levels. The six development agendas in the RPJMN explicitly mandate increasing the Gender Development Index (GDI) and the Gender Empowerment Index (GEI).

The 2015-2019 National Action Plan for Human Rights (RAN HAM) also emphasizes efforts to fulfill women's rights by reducing the gap between men and women in access, participation, control and benefits in development. Nawacita has a special agenda for gender equality through empowering women in politics and development. In addition, the government is targeting the elimination of discrimination by issuing development policies that can solve the problems of gender inequality. Because of that, there is a strong effort from the government to eliminate the target gap between SDGs, RPJM and Nawacita (Tusianti & Prihatinningsih, 2017).

### **Concept and Measurement of the Gender Equality Index**

The measurement of gender development in Indonesia began since the United Nations Development Program (UNDP) issued a periodic report, the Human Development Report (HDR) in 1990 which included the Human Development Index (HDI) as a measure of a country's progress (Badan Pusat Statistik, 2015). Five years later, UNDP added the concept of HDI with gender equality. Since UNDP has included gender equality in HDR, gender equality factors have always been included in evaluating the success of each country's development. The measure of gender equality prepared by UNDP since 1995 is the Gender Development Index (GDI) and Gender Empowerment Measure (GEM). These measures are based on the concept of equality. Calculation of GDI includes equality between men and women in terms of health, education and income. While GEM measures equality in political participation and empowerment in the socio-economic sector. In 2010, UNDP made changes to the GDI measurement methodology accompanied by the calculation of HDI for men and women. Adjusting this change, in 2015 Indonesia released a new method of IPG with backcasting data until 2010. Meanwhile, the IDG calculation method has not changed to date even though since 2010 UNDP has eliminated GEM in its annual publication (HDR). At the same time, UNDP published the Gender Inequality Index (GII) as one of the measures deemed more appropriate to describe empowerment and well-being between men and women.

UNDP introduced GII as a measure of gender inequality in 2010. GII describes deprivation of human development as a result of inequality in development achievements between men and women (United Nations Development Programme, 2018). GII can perfect GEM and GDI weaknesses which are suspected of having various weaknesses both in technical and conceptual terms. In terms of technical measurements, GEM uses equal weighting for each constituent component even though each component of the index has a different variance. In terms of concepts, GEM reflects urban elite bias by using indicators that are only relevant to developed countries (Klassen, 2006).

To evaluate the extent to which an overview of gender inequality is needed an indicator. The composite index is generally chosen as a measure that aggregates various multi-dimensional indicators. Several international institutions have conducted various index measurements with various versions and approaches. The World Economic Forum (WEF) compiled the Global Gender Gap Index (GGGI), the Organization for Economic Co-operation and Development (OECD) Development Center which has Social Institutions and Gender Index (SIGI), Social Watch compiling the Gender Equity Index (GEI). Whereas the European Institute for Gender Equality (EIGE) has the European Union-Gender Equity Index (EU-GEI). In Indonesia, the measurement of gender equality refers to UNDP.

Based on the idea of the importance of women's empowerment supported by research conducted by Andajani et al. (2016) stating the existence of the concept of nature manifests community expectations that women care for and must maintain domestic commitments before engaging in other activities. The findings of this study show the narrow symbolic idealization of a heroic female leader. Women's perspectives and inspiration are also explained by the realization of women's gender-based traits, namely patience, sincerity, being approachable, and having a strong interest in issues that focus on women. In turn, this conceptualization can also be an obstacle to the process of large-scale creative social change in the empowerment of women in public leadership. This research offers an in-depth understanding of the complexity of current barriers and the consistent stigmatization of women leaders in Indonesia. Women also tend to reject jobs if the work will keep them away from home. Nugroho (2008) explained that Indonesia's development paradigm is experiencing an important shift, towards development that puts gender equality in the mainstream (mainstream). This paradigm shift goes hand in hand with a shift in the development and development paradigm of women in particular, from the paradigm of Women in Development to Gender and Development.

Views on WID and Developmentalism expressed by Fakhri (1996) which considers WID as part of development discourse. This idea is considered as the only way to improve the status and fate of women in the third world. However, then many people doubted it. WID, which is a mainstream strategy of developmentalism, is more likely to result in the taming and restraint of third world women than to free them. The main guide for WID, the cause of women's backwardness is because they do not participate in development.

### **Concept of Local Economic Development**

According to Syaikat & Hendrakusumaatmaja (2004), Local Economic Development (LED) is a collaboration of all components of the community in a region (local) to achieve sustainable economic growth, which will improve the economic welfare and quality of life of all communities

in the community. PEL is needed because so far the districts / cities in Indonesia that have the potential of natural, human and socio-cultural resources, have not been utilized optimally in the context of equitable welfare for the entire community. The success of the LED program is largely determined by the motivation of the Central / Regional Governments in planning, formulating and implementing Regional Autonomy programs. Local economic development provides opportunities for local government, private sector, non-governmental organizations (NGOs), and local communities to jointly pro-actively strive to improve and develop their business environment so that they are able to compete with other regions, even international. Local economic development is focused on efforts to increase competitiveness, increase growth, and contribute to the growth through the establishment of small and medium enterprises and job creation.

### **Welfare Concept**

Welfare is a general term that refers to all forms of evaluation of a person's life or emotional experience, such as life satisfaction, positive influences, and low negative influences (Diener, 1984; Diener et al, 1999; Lyubomirsky & King, 2005). A different view of well-being is that well-being refers to a quantitative assessment of the daily conditions of an individual's life to determine whether they have the ability and opportunity to live a good life in a particular community or country (Dasgupta, 1993; Helliwell et al, 2014; Kahneman & Krueger, 2006; Layard, 2010).

Some welfare views are something more holistic and contextual, reflecting meaningful and sustainable interactions between individuals and their social and physical environment (Knoop & Delle, 2013). Findings by Kahneman & Deaton (2010) even more difficult for the debate about the use of subjective welfare to describe economic welfare. Economic well-being is measured by respondents' answers to questions about their current and past emotional states. The study was conducted on residents living in the United States. The results of his research found that economic well-being and subjective well-being were positively correlated with increased income when controlling for other possible determinants of well-being.

Research by Hoop et al. (2010) regarding the quasi experimental effects of women's self-help groups on subjective well-being in Orissa, India. The results of the study found that on average, self-help group membership did not affect subjective well-being. However, the results of the research also revealed that subjective well-being declined sharply for members with new autonomy if they were brought together with social gender norms that were relatively conservative among non-members. These findings are evidence of the loss of heterogeneity of feelings of identity for self-help group members. The loss of identity is even greater when



increasing women's autonomy implies a stronger violation of social gender norms in society. The social sanction mechanism plays an important role in overcoming the negative heterogeneous impact on subjective well-being, as evidenced by cross-scientific qualitative research in the field of women's empowerment.

### **The Concept of Women's Empowerment**

Women's empowerment is a condition where women can develop themselves through active participation in an activity, so they can work together well and build social trust. This condition will have an impact on improving women's self quality. The empowerment of the community, especially women, is not necessarily a high salary earned after getting a job opportunity. But that empowerment is more about how women have the opportunity to develop themselves through active participation so as to foster self-concept and spirit of empowerment, have strong social capital both in working together in a group, building responsibility or social trust, establishing networks as needed. Indicators of women's empowerment are: Participation, Access, Control, Able to work together, Believe in ability. The empowered community has the following characteristics: (1) Able to understand themselves and their potential; (2) Able to plan and direct themselves; (3) Having the power of negotiating, working together mutually beneficial; (4) Responsible for their actions (Nugroho, 2017).

### **Empirical Results of Women's Empowerment and Empowerment Studies**

Lack of power in rural communities to improve living standards, access to business capital, and low levels of productivity are factors that are indicative of the causes of poverty (Yuliarmi & Marhaeni, 2013). According to Suharto (2010) empowerment not only includes strengthening individual members of the community, but also the institutions. Instilling modern cultural values, such as hard work, self-reliance, efficiency, openness (open mind), responsible attitude, are the main parts of empowerment. In addition, the purpose of empowerment is to strengthen the power of the community, especially the weak groups who have powerlessness, both because of internal conditions (such as their own perceptions), or because of external conditions (such as being oppressed by unfair social structures).

The model of women's empowerment according to Huis et al. (2017) propose that women's empowerment can occur in three different dimensions: (1) micro level, referring to individual personal beliefs and actions, where personal empowerment can be observed (2) meso level, referring to beliefs and actions in relation to other relevant people , where relational empowerment can be observed and (3) macro level, refers to results in a broader social context where social empowerment can be observed. Time and culture are important factors that



influence women's empowerment. Based on Figure 1, women's empowerment is defined as a dynamic process of existing community norms, where they live to improve their welfare.

Through the implementation of the strategy of women's empowerment, there are four categories of policies held in an integrated manner, namely: (1) Policy of promoting opportunity related to the creation of a conducive climate and environment in the context of poverty reduction; (2) Community empowerment policies are related to efforts to strengthen the community and their organizations and institutions to be able to access and be involved in public policy making and planning; (3) Capacity building policies are related to efforts to improve the basic capacity of the poor to increase income through measures to improve health and education, improve business skills, capital, infrastructure, technology, and market information; and (4) Social protection policies relating to efforts to provide protection and security for the poor, especially the poorest groups of people caused by natural disasters, the negative effects of economic crises and social conflicts directed through the ability of community groups to set aside a portion from income through a group savings mechanism.

The Women's Empowerment Index (WEI) developed by The Hunger Project (2015) is a composite index designed to measure progress in the multi-dimensional aspect of women's empowerment. He considers empowerment as a factor in women's achievement and gender parity with men. The WEI measures the progress of women's empowerment by gathering results in five main areas (or "domains"). Each domain consists of a series of metrics (or "indicators") that measure performance in this domain. The five indicators are: 1. Agency: women can make decisions and exercise control over resources and are free to carry out these decisions without fear of their impact. (1) men and women together share responsibility for making community decisions, (2) men and women together share responsibility for making household decisions; 2. Income: women have the ability to benefit from economic activities and increase access to markets and financial resources. (1) owning and operating a business, (2) access to financial services; 3. Leadership: women have the ability to participate in community activities and are encouraged to speak in and for their communities. (1) membership in community organizations/groups, (2) the convenience of public speaking; 4. Resources: women and girls have access to the resources and skills they need to become equal participants in society. (1) literacy rates, (2) minimum prenatal care visits; 5. Time: women and girls reduce tedious housework (time spent on hard, rough, or boring work) freeing time to pursue productive endeavors, education, child care and recreational activities. (1) time spent collecting cooking fuel, (2) sharing of household work for boring household chores.

Various empirical literature regarding women's empowerment is carried out by Kappelman (2016) analyze the influence of gender inequality on the happiness level of women

in South Africa by estimating the impact of various levels of empowerment on women's subjective and emotional well-being. The results of the study found that the higher the level of empowerment seems to further reduce the level of women's welfare. Although some models do not seem to show any evidence that there is a significant negative relationship between the effects of genuine empowerment and well-being. Another research by Chen & Mahmud (1995) develop a conceptual framework for empowerment that includes four dimensions and one dimension namely cognitive dimensions. The cognitive dimension refers to changes in the level of knowledge, skills, and awareness of the wider environment. Within this framework, livelihood bases determine the areas in which women can change themselves. A similar theory was developed by Friedmann (1992) which is based on the concept of empowerment that connects knowledge and power. He described three types of strength: social, political and psychological, but social and psychological forces more related to the concept of power. Social power is understood as information, knowledge and skills.

Another research by Gikonyo et al, (2005), the study of young women with cases of women in rural Malaysia, and using economic, social, psychological, business management and gender approaches found that scaling-up models could be used to encourage economic improvement in rural women. This is driven by the fact that traditionally women have been involved in micro-scale business carried out individually and with their husbands. Micro-businesses are the basis for the development of female entrepreneurs in the context of family economic sustainability and strengthening the local economy. Research by Dasaluti, Hubeis, & Wiyono (2010), regarding the development of Micro Enterprises in supporting women's empowerment on Bunaken Island, Manado City, North Sulawesi. Local economic empowerment based on natural resources is the right way to meet the economic needs of coastal communities. Women-dominated businesses are very creative in increasing the family's economy by opening traditional businesses independently empowered because they do not depend on the family economy for men / husbands. The potential of natural resources and human resources is the starting point for community empowerment programs. Empowerment of women as well as the development of the micro economy, if supported by the local government, NGOs, the community and also the private sector, is expected to become sustainable MSMEs, increase community welfare, and increase regional income.

Research by Zahara (2014) revealed that the role of women in the development of the creative economy is considered potential because the spirit of perseverance is needed in the field of craft business. The capacity of women Acehnese embroidery craftsmen to carry out production and marketing functions is high, but they are still low in solving capital problems. Factors in the number of children under five were found to be negatively related to women's

capacity to develop creative economic business in embroidery crafts. Research by Nugroho (2017) states that women's empowerment can be measured through participation, access, control, being able to work together, and trust in their abilities. Women's participation in groups can be a tool for women to gain more access to develop themselves. Whereas control can be carried out in the daily life of the family as a result of women's participation in PKK group activities.

Research by Dewinta & Sumarti (2015) empowerment of women is seen through five things. First, welfare can be measured by the fulfillment of basic needs such as food, income, housing and health. Furthermore, access means opportunities, low access to resources resulting in low productivity. Women in many communities are given responsibility for domestic work, so they do not have enough time to improve themselves. This must be overcome through a process of awareness. Furthermore, critical awareness is an effort to fight women's subordination. Whereas in the aspect of participation, it is the active involvement of women from planning to evaluation. Increasing women's participation is the result of empowerment. Then the aspect of control, meaning that women must have the power to change the conditions and future position of themselves and their communities. Equality in power is a prerequisite for the realization of gender equality and empowerment in a prosperous society.

## DISCUSSION

### Empowering Women in Politics

Like many countries in the Southeast Asia region, the advancement of Indonesian women in education, health and economic development still has to be followed by women's empowerment in politics (International Institute for Democracy and Electoral Assistance, 2005). Leadership in Indonesia continues to be associated with men. Significant gender leadership gaps remain unmatched.

Table 2. Engagement of Women in Parliament in the Province of Bali in Year 2010-2015

Regency / City	Engagement of Women in Parliament (Percent)					
	2010	2011	2012	2013	2014	2015
Jembrana	17.24	20	20	20	11.43	11.43
Tabanan	5	5.13	5	5	7.5	7.5
Badung	2.22	2.22	2.5	2.5	2.5	5
Gianyar	7.5	7.5	7.5	7.5	7.5	7.5
Klungkung	12	12	12	12	16.67	16.67
Bangli	13.33	13.33	13.33	13.33	6.67	6.67

Karangasem	5	5	5	5	5	4.44
Buleleng	8.89	8.89	8.89	8.89	13.04	13.33
Denpasar	2.22	2.22	2.22	4.44	2.22	2.22
<b>Bali Province</b>	<b>7.27</b>	<b>7.27</b>	<b>7.27</b>	<b>9.09</b>	<b>9.09</b>	<b>9.09</b>

Table 2...

Source: Badan Pusat Statistik, Bali Province, 2019

Based on the number of party leaders, there were 79 male leaders and 9 women. This fact shows that there was a dominance of men in the leadership of political parties. Male dominance occurs in almost all political parties in the city of Denpasar. Only a few political parties have put women in charge (Arjani & Wiasti, 2018). The number of women involved in parliament in Bali Province in 2015 with the highest percentage in Klungkung Regency (16.67 percent) and the lowest in Denpasar (2.22 percent). Efforts to develop sustainable community empowerment not only have social and economic impacts, but also impact politics, namely maturing as citizens. People are increasingly aware of their rights and obligations as citizens. On the other hand, the education of democracy that is planted in group life will foster mutual respect among citizens. As well as, increasing independence and participation in community development. Meanwhile, efforts to carry out concrete economic activities will increase the welfare of the community, and reduce the vulnerability of social conflicts. This situation is the basis for building a more dignified society, nation and state.

Barriers to women's participation in public leadership vary across all levels of the political system, organizational structure, and different cultural norms (Shvedova, 2005). These obstacles include male-dominated values and norms; lack of supporting organizational structures for working women; and lack of organizational knowledge about gender differences in work priorities, patterns and styles of decision making. For example, women tend to give priority to social welfare, national security, children and health problems (Andajani et al., 2016; Setiawati, 2010).

Other obstacles may include marriage conventions, poverty and low levels of women's education that limit women's participation in leadership. In the marriage convention, a married woman MP is expected to be fully committed to not only the work of her party and constituency, but also continue to play the role of a good wife and dedicated mother. Along with the progress of human civilization accompanied by the awareness of all parties to equality between men and women, women began to be accommodated in entering politics. Women's participation in practical politics is still very minimal compared to men. To be able to increase women's participation must be included in one political party. Political parties are one of the pillars of democracy and strategic institutions that can be used as a tool to increase women's political

representation. Affirmative action policy interventions or comprehensive special actions in the Law on political parties and general elections are a necessity to achieve the above goals. Normatively even though legislation has included affirmations in the form of a quota of 30 percent women in the management of political parties, however in empiric it is not in accordance with what is determined normatively. That means there is not much progress towards women in politics. This can be seen in the field of management of political parties. In the city of Denpasar in 2017 there were still 30 political parties with 88 leaders. Data on the number of political parties and their management seems to have not shown a change from the previous year (2016).

### **Women Empowerment and the Welfare of MSMEs in the Bali Province**

Indonesia affirms that it will continue to encourage the development and growth of micro, small and medium enterprises (MSMEs) to empower women. About 60 percent of MSMEs in Indonesia are managed by women. The existence of female entrepreneurs in Micro, Small and Medium Enterprises (MSMEs) is the reality of the economic life of most Indonesian people. The role of women micro-entrepreneurs in the Indonesian economy is the support of people's businesses. MSME ownership data shows in detail that 44.29 percent of micro-enterprises are managed by women, as well as in the small business sector as much as 10.28 percent (Badan Pusat Statistik, 2015).

Potential women to carry out various productive activities that produce and can help the family economy, and more broadly the national economy, moreover this potential spreads in various fields and other sectors (Indiworo, 2016). Women are very potential and have competence in developing SMEs, as business people, managers / supervisors, or as workers. Women's professionalism needs to be improved. Management of SMEs is generally managed jointly by men and women in a family, although initially the business is initiated by women (wives), but in the end the involvement of certain men (husbands) is unavoidable (Swastuti, 2013).

Based on data from Kementerian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia (2010) that is, around 60 percent of SMEs are managed by Indonesian women. This is without realizing that women have an important role in improving the country's economy. The role of women in economic activities does not only play a role in strengthening the economic resilience of families and communities but also: reducing economic fluctuations, contributing to efforts to reduce poverty, and ensuring sustainable economic growth (Faraz, 2013).

The role of women in the MSMEs sector is generally related to the trade and processing industries such as food stalls, small shops (food stores), food processing and handicraft

industries, because this business can be done at home so as not to forget the role of women as housewives. Although initially MSMEs were carried out by women more as a side job to help their husbands and to increase household income, it could be a main source of household income if it was managed seriously. Based on the number of MSMEs in Indonesia, women as MSMEs actors have a significant amount. Although data on the involvement of women in micro, small and medium enterprises is still very minimal, it is believed that based on the facts found in the field, it is known that the majority of Small and Medium Enterprises are run by women, especially in home industry businesses managed by households. Judging from the number of business units, MSMEs are very large in all sectors of the economy and have a very large contribution to employment opportunities and income, but on the other hand, it is found that many small and medium enterprises managed by women experience many obstacles in various aspects of their business, as anticipating problems, it is necessary to study how the potential of Small and Medium Enterprises managed by women as contributors to economic penetration.

Empowering women's access to public resources can be related to the impact of microcredit on making decisions and managing loans. The contribution of microcredit to women's empowerment can be identified from decisions related to the use of credit, such as who controls the use of credit, who manages businesses supported by credit, who controls the marketing of products, and who controls the income earned from supported businesses. micro credit (Asmorowati, 2016). To find out the participation and capabilities of women in SME development can be divided into: (1) women as SMEs, (2) women as managers of SMEs, and (3) women as coaches, assistants, and motivators, which in that role requires knowledge , ability, and entrepreneurial competence. Most MSMEs sectors managed by women make women have multiple roles in managing their businesses, where women in addition to being managers also work as workers. Therefore education and skills in managing a business are needed so that they can develop well. But the reality that exists in the community, many women with low education levels and do not have skills that are good enough in carrying out their business so that many businesses fall.

The Indonesia government's efforts to advance status, the role of women in development and the quality of life of women cannot be separated from this development. Women in Development (WID) which focuses on special development programs for women. Women become target groups in their productive roles and are more often objects than subjects. The Indonesian government also ratified the Convention on the Elimination of All Forms of Discrimination Against Women through Law No. 7 of 1984. Then the Law on Human Rights number 39 of 1999. Later in the Pelita VI the government launched a Gender and Development (GAD) approach that focused on development programs not specifically for

women, but also looks at the role relationships between women and men. From the GAD approach it is expected that the participation of women and men in development will be more equal and provide access, control and benefits to the actors of development themselves. This approach is in line with the action plan that was agreed upon at the World Women's Conference and every year Indonesia reports on the progress that has been achieved. Regarding the efforts of women to increase family income, there are several common obstacles faced when they manage their business. Among them are the problems of quality of human resources, limited capital, technological capabilities, raw materials, distribution and marketing as well as weaknesses in knowledge and capabilities in business management. On the other hand, with technological advances it also has a positive impact on women workers where with the advancement of technology there have been changes in the characteristics of certain occupations which usually only can be done by men now that women can enter and work. Thus women have an increased opportunity to enter the world of work and participate in various aspects of the economy, of course, while still paying attention to the characteristics and strategic position of women as supporters of welfare and family success.

The development process in the past that was less favorable, and resulted in the economic crisis, has raised the awareness of all parties, especially the government, to side with the empowerment of SMEs, especially those managed by women. The current development paradigm focuses more on economic empowerment by involving broad participation of women based on popular spirit, dignity and independence in efforts to create equity without leaving aspects of growth. The SME sector has even been able to sustain access caused by the crisis, by accommodating the unemployed in the informal sector. The participation of women is a key word for changing the paradigm of empowering SMEs, while the government is no more than carrying out functions as regulators, facilitators and stimulators. One of the government's roles in supporting the development of the SMEs sector is through leading regional development to support the strengthening of the local economy, which is a dynamic and contextual concept that has an object that has a characteristic or positive set of prominent and competitive aspects of an area. The proportion of female workers in the informal sector turns out to cover 70 percent of the total female workforce. The magnitude of women working in the informal sector raises two indications. First, there are still many limitations on women's access to the formal sector. Through opportunities given to women to be more actively involved in various productive economic activities, it is expected that women can increase their contribution in improving the family's economic welfare and can contribute to the economic development of local communities which in turn can increase bargaining positions towards justice and equality gender.



Community empowerment is a process of community participation that is critical so that people can fulfill their own needs and solve their problems in accordance with their resources. In terms of politics, community empowerment is directed at delegating authority so that they are empowered and have strong bargaining power. Community programs must be built in a bottom-up manner and directed at the logic of the human-centered development system so that self-sufficiency is born. Through people's economic endeavors (SMEs), economic development can be said to have an understanding as an impartial effort. "Turning on" the economy of small businesses (SMEs) in order to create just and equitable welfare is a challenge as well as an opportunity for growth and development of the national economy.

Table 3. Gender Empowerment Index in Bali Province in year 2010-2017

Regency / City	Gender Empowerment Index							
	2010	2011	2012	2013	2014	2015	2016	2017
Jembrana	67.9	71.76	68.93	72.1	61.48	65.07	-	66.23
Tabanan	54.9	55.16	54.43	55.44	59.95	59.56	-	61.06
Badung	52	53.24	54.76	55.24	55.24	58.8	-	61.48
Gianyar	59	59.42	57.72	58.43	60.99	61.45	-	62.35
Klungkung	67.7	66.78	67.81	69.34	74.56	74.89	-	72.6
Bangli	66.2	63.39	64.22	65.6	59.01	61.12	-	59.57
Karangasem	58.8	57.69	56.75	60.06	58.98	60.24	-	59.3
Buleleng	58	61.22	58.14	60.97	64.28	65.15	-	67.68
Denpasar	56	55.74	56.28	59.66	58.25	58.5	-	58.8
<b>Bali Province</b>	58.5	58.59	58.49	61.5	62.25	62.99	-	63.76

Source: Badan Pusat Statistik, Bali Province, 2019

Micro, Small and Medium Enterprises in Indonesia have dynamics and patterns of development that are good for the country's economy. Community empowerment is towards sustainable community empowerment because it is done by utilizing available resources. Self-reliance at the local level illustrates aspects of locality in the concept of Local Economic Development which characterizes community strength. Strengthening the capacity of MSMEs requires empowerment of the local economy and community development. Building partnerships is a principle of participatory development because it is accompanied by strengthening existing institutions to develop the capacity of the community and the parties involved. Strengthening the capacity of MSMEs in developing the local economy becomes a focal point in order to expand employment opportunities and increase income so that human development can be oriented

towards active and collaborative participation. In the Bali Province itself, in the context of developing a local economy based on women's empowerment, we also developed woven Balinese MSMEs, namely Gianyar and Buleleng endek weaves, flat and Rang Nusa Penida Ranges and Jembrana songket. Common problems faced by MSMEs include limitations in the field of production, both in terms of quality and continuity, product marketing and financing. Based on data from the Provincial Cooperative Office of Bali in 2017, the gender empowerment index reached 63.76. This is an effort made by the government to support Balinese economy.

The development and development of the SMEs has received great attention from the government given its role in the development of a populist economy through a labor-intensive production process that is able to absorb many workers, expand employment opportunities and increase income. In accordance with the direction of the 2015-2019 national development general policy, the first is to promote inclusive and sustainable economic growth. Increasing competitiveness and the role of SMIs is one way to lead to sustainable economic growth (Badan Pusat Statistik, 2019).

Based on data from the Office of Cooperatives and SMEs (2018), the number of MSMEs in Bali currently stands at 312,967. The amount is spread in each regency / city in Bali which is divided into four categories, in the form of trade, agricultural industry, non-agricultural industry and various services. From the data, it can also be seen that Bangli Regency has the highest number of MSMEs (43,948), while the least is the Klungkung Regency which is only at 9,712. It can be seen that number of workers in the Province of Bali that is reaching 1,341,077 people.

Table 4. Number of Workers by Regency / City and Business Scale in 2016

Regency/ City	Enterprises Scale				Total
	Micro	Small	Middle	Large	
Jembrana	43 908	13 221	5 426	4 106	66 661
Tabanan	70 051	22 501	9 226	4 381	106 159
Badung	108 812	58 689	110 429	45 251	323 181
Gianyar	101 823	34 539	26 061	5 987	168 410
Klungkung	30 972	11 252	5 735	1 615	49 574
Bangli	40 756	12 103	3 450	313	56 622
Karangasem	81 600	18 002	7 617	1 509	108 728
Buleleng	93 608	23 981	11 736	3 868	133 193
Denpasar	139 891	66 303	85 854	36 501	328 549
<b>Bali Province</b>	<b>711 421</b>	<b>260 591</b>	<b>265 534</b>	<b>103 531</b>	<b>1 341 077</b>

Source : Badan Pusat Statistik, Bali Province, 2019

## CONCLUSION

Empowering the community means investing in the community, especially the poor so that their assets and abilities increase, both individual capability and group capacity. Community empowerment must be effective, it must be done at the national and regional levels. Various regulations, provisions, institutional mechanisms, values and behavior must be adjusted to enable the poor to interact effectively with the government. Community Empowerment as a strategy or model in order to explore the potential and ability of the community to be able to improve their knowledge and skills so that they can be empowered to meet their needs both economically and socially. The process of empowerment for the community is carried out not only from the government, but from professionals who can make changes to people's lives. The implication is that community empowerment is an inseparable part of the implementation of social work practices in order to improve the condition of people's welfare. Empowering actors need to have high professional abilities, in order to be able to provide good assistance. Potential empowering actors are local government organs or local community-based organizations, which have the attention, commitment and ability to build poor and underdeveloped communities.

The SME sector which is dominated by women has an important role in increasing Gross Domestic Product (GDP), Indonesia's employment and exports. At this time MSMEs still face problems in developing their business, such as lack of capital, weak human resources lacking in technology / markets affecting business performance, so that these problems need to be solved in an integrated manner.

Therefore the government needs to provide guidance to SMEs managed by women with soft loan assistance and equip them with entrepreneurship and management training so that SMEs managed by women can develop well. Constraints in efforts to empower women: (1) lack of coordination between related agencies / institutions; (2) lack of women's participation; (3) the community is still waiting for the program; (4) difficult regeneration process; (5) lack of ownership of existing groups; (6) infrastructure facilities are inadequate; (7) difficult geographical access. Gender mainstreaming aims to ensure that development programs can consider women's opportunities and access to development programs, namely by creating control and benefits for women. Thus, it is necessary to foster the role of women in order to be able to increase their roles and potential, especially their productivity through empowering them in all fields. One of the characteristics of women which is at the same time an advantage that needs to be continually developed, especially for efforts to increase the income of the poor and SMEs, is patience and thoroughness in doing work. This character encourages the broader scope of economic activity that can be carried out by women and may be less attractive to men. For SMEs themselves, accuracy in financial management is very important to be able to drive

business success. The ideal condition in human development is expected that groups of men and women have equal access to play a role in development, hold control over existing development resources, and receive benefits from development in an equal and fair manner. Development carried out without regard to gender disparity will not reach its optimal potential.

The strategy to develop SMEs in the future of national economic development must be able to anticipate the challenges of a broad market mechanism. Alliances need to be built as a culture to strengthen networks between SME entrepreneurs to form a strong identity of the SME group. One of them is a business partnership which means a reciprocal relationship between various parties that is synergic along with the development and development of SMEs on a large scale. Partnerships are usually used in the company's business strategy to reduce business risk, improve business efficiency and competitiveness, not for mergers or acquisitions. The advantage of business partnerships with big businesses for SMEs is that they can also benefit from market, capital, technology, management, and entrepreneurship. For further research it can use variables in the form of strengthening microfinance institutions to enhance the role of women's empowerment in realizing prosperity.

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