

WOMEN AND HOME INDUSTRY: A STUDY ON THE IMPACT OF WOMEN'S EMPOWERMENT IN THE PEANUT CAKE HOME INDUSTRY AS A COMMUNITY EDUCATION STRATEGY

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ABSTRACT

The purpose of the study was to analyze the impact of women's empowerment on the home business of making peanut cakes in Balikpapan City. The research method used is a qualitative approach. The subjects of the study include business actors and community leaders. Data collection techniques use interviews, observations, and documentation. The data analysis used includes data reduction, data presentation, and conclusion drawn. The validity of the data used in the study is using triangulation techniques and source triangulation. The results of the study show that the impact of women's empowerment on traditional peanut cake making home businesses can be seen from four perspectives. First; The impact of the economic aspect is shown by women's ability to increase family income and manage finances independently. Second; The social impact is shown by the ability of women to expand their relationships and reach related to the peanut cake home business. Third; The psychological impact is in the form of increasing women's confidence and having mature thinking in making decisions to be wiser. Fourth; The impact in the context of community education is the impact in the non-formal education environment, where this effort can be a means for sustainable life learning in the form of community because of the practice of life skills that help the community be more competent.

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INTRODUCTIONS

The researcher chose this study for several reasons, first because women's empowerment has become a global issue. Remembering that women also have an important role in the economy and social development. Women's empowerment is not only about status but also about how women participate in decision-making, gender equality, and justice. Gender equality

itself is not only about the recognition and granting of equal rights but also about creating a socially balanced environment that is maximally balanced without the limitations of gender stereotype stigma (Sulistiyowati, 2020). This is in line with the 5 Sustainable Development Goals (SDGs), one of which emphasizes women's empowerment. Although Indonesia has made progress, it still has several challenges, especially limited access, especially in employment. In some cases, women are sometimes limited in contributing to the economy and development, such as gender stereotypes and limited access to education to find work because in this day and age, jobs require more undergraduate graduates. This is one of the current challenges. Second, even though there were previously journals that discussed women's empowerment, the focus and problems studied were different. With this research, it is hoped that it can open up insights and encourage sustainable change about the impact of women's empowerment for related parties.

Women's empowerment is a process of improving skills and independence so that they can survive. It is defined as a process so that they can actively contribute with their potential (Nur, 2024). Home business is a form of women's empowerment in improving the economy. Peanut cake home business is one of the solutions for women to contribute to the economy, with a home business they can channel their creativity and skills. With this home business, they also indirectly learn about managing finances, time and marketing. In the midst of this progress, there are still obstacles, such as a lack of knowledge about capital or financial management, therefore this peanut cake home business is here in addition to saturating the abilities and skills they have as well as a forum for adding insight in time management, finance, product marketing, and capital. This empowerment aims to improve women, both in groups, individually or collectively in the community (Chotim, 2020). In the study, it is known that there is a home-based business. Because not everyone who has skills has knowledge about managing these things. Therefore, home-based businesses have a positive impact on the local economy and the welfare of the local community. Home businesses provide women with the opportunity to contribute with their abilities.

Home businesses are a solution for those who find it difficult to find a job and a place to hone their skills. Home businesses have an important role in improving the economy by creating new jobs (Subasriyanto & Ridwan, 2024). This home-based business with processed peanut cake as a product was chosen because it is not far from the characteristics of the product which does not require large costs to produce and still has its own market allure. Not only housewives, but students who want to earn income or extra pocket money also participate in this home-based business. In this case, it is important to understand that women's empowerment is not only limited to providing access to resources and for them to participate more in socio-economic development but also a place for them to hone their skills and potential without relinquishing their responsibilities outside of that as housewives or others. The impact given by this home business is very good and effective, especially in skill development and the existence of new jobs. Home businesses have had a great influence, one of which is in the economic field as well as being able to minimize women's inequality in the social sphere and increase their participation in the decision-making process (Suasridewi et al., 2024). Home businesses are very important in reducing poverty (Prasandha & Susanti, 2022). Through home businesses, they can also learn marketing through digital so that the market reach is wider (Prasandha & Susanti, 2022). Women have an income and live independently even though they remain housewives is one of the impacts of women's empowerment through this home business. Home business makes it very easy for women, especially housewives, to still hone their potential and channel it even if they continue to take care of their families and do not abandon their responsibilities as housewives (Musakal, 2024). Home business is an important aspect in improving women's economy and helps them to play an active role (Ulya & Wahyudi, 2022). Education and employment are mandatory for individuals, but unfortunately not all individuals have adequate access to both. Therefore, home-based businesses play an important role in creating jobs and minimizing unemployment. The importance of home-based businesses in the current era for women to generate their own income. In addition, home-based businesses aim to add insight into fund management, capital and marketing management.

RESEARCH METHOD

Women's empowerment through home-based businesses is an important program in increasing women's prosperity and economy and independence. Home-based businesses are not only about improving their economies and learning independence, but also about empowering women to participate in social and economic development (Hapsari et al., 2025). In this study, the method used is a qualitative approach. This research also aims to provide insights and feedback from this research. as an in-depth understanding of both his experience, his individual perspective. They apply the skills acquired in their work.

The research method used is a qualitative approach with data collection using observation, where researchers observe, collect data, and decipher it. The qualitative approach method is an approach used to examine the situation of natural objects, where the researcher has the role of the main tool in this research.

The researcher used an in-depth interview data collection technique with the source. To make it clearer, the data collection techniques carried out in the field are carried out as follows: Interview, in this study is a way to obtain data or information from sources. The resource persons consisted of the owner (Eka Fitriani), workers (Aya), and local community leaders (Suriansyah). Interviews are used to obtain information related to matters related to the production process and the impact of this business. The observation method carried out in this study is where the researcher goes directly to the field to make observations by observing the process and production activities of peanut cakes in the city of Balikpapan. Documentation was conducted to reinforce the findings from interviews and observations. Documentation is carried out to clarify the validity of data (supporting data) and sales reports. Documentation can contain images, sounds, videos or data related to the research carried out, For this home business research uses image documentation related to the production process such as the printed dough and the baking process as well as documentation of the location where this home business is located. With clear documentation. It is used to clarify and strengthen research and describe research in a real and comprehensive way. Documentation is taken at the bean cake manufacturing production site.

The data analysis used in this study is using a qualitative analysis approach. The stages of data analysis include data reduction, data presentation, and drawing conclusions. Qualitative data analysis is carried out interactively and continues continuously until the data is saturated. Qualitative data is data in descriptive form. Obtained directly from the field which includes interviews, observations and documentation, the documentation itself includes written reports, drawings and other relevant information related to research conducted with the aim of obtaining data and a deeper understanding (Fahriana et al., 2025).

Data validation in this study uses triangulation. The results of qualitative research focus more on meaning than on generalizations. Triangulation itself is a technique for validating data used in qualitative research, to test the validity of data from various perspectives and relevant sources, so that the results obtained are more comprehensive and the understanding is more focused on the context and interactions that occur (Arianto, 2024). Therefore, to validate the data obtained, the researcher uses triangulation techniques and source triangulation, as a comparison of the results of observation and field documentation with interviews from different informants (source triangulation) so that the data obtained is more accurate and credible. As well as data that is researched by biased factors (Nurfajriani et al, 2024)

RESULT AND DISCUSSION

Result

Women's empowerment can be defined as a process that involves decision-making, skills and learning related to independence. In this era, women's empowerment can be done in various forms, one of which is through home businesses and MSMEs. A home business is one of the right solutions because it does not require large capital and time flexibility. Their

involvement in home-based businesses also provides them with the opportunity to increase their independence and strengthen their social structure. The home business of making peanut cakes is a home business that exists as a forum to help housewives or other women in improving their economy and their potential. This home-based business can be said to be a strategic thing for women who are already married, because without abandoning their responsibilities as housewives while they make money, including in optimizing the potential they have in the creative industry. As a city that is also known for its industry and trade, Balikpapan is a forum for the development of small-scale businesses to develop. One of them is this peanut cake home business, a business that has been established since 2017 which was founded by Eka Fitriani, this business is carried out in his house, his own house consists of two floors. After a long process involving experience, perseverance and market adaptation resulted in the success of this venture. Apart from being an income field, it is also a forum to improve their abilities. The following are the results of the field findings from the research conducted.

1. **Economic Impact**

With empowerment in the economic sector, this home business has a positive impact, especially increasing income as well as strengthening family finances because there are two incomes in the household, as well as making women independent both in managing finances and managing the budget. This is in line with what was said from the speaker, business owner Eka Fitriani:

"Yes, there has been an increase in family income since running a business. This business became a new and additional source of income that strengthened the family's finances. Continue to be independent such as managing the budget is the same as tracking finances."

This is reinforced by Aya's statement:

"Helping to increase pocket money and filling free time to increase work experience as a school student, imitang filling activities."

Suriansyah as a local token also stated his statement that strengthened the two statements above:

"Many of my friends have home businesses like this as well, and it is seen that it is good to increase income so I think this is effective. In this day and age, many people also have a home business as a side hustle."

Based on the data that has been collected, the statement explains that home business in the economic field not only has a one-way impact, but also provides new knowledge in managing finances, household budgets and plays a role in empowering women to be independent and strengthen finances in the household.

2. **Social Impact**

Through social impact, bring about positive changes in their environment especially in roles and positions. From this empowerment, women can also improve relationships and interact more often, both between fellow home business actors and between customers. Then there is confidence in making decisions because they are often involved in contributing to the necessary things. This is in line with what was said from the speaker, business owner Eka Fitriani:

"I am more independent in decision-making, I also have the opportunity to expand the scope of worker relations, build social networks among other home-based small entrepreneurs so that's not where the acquaintances are"

This statement is also reinforced by Aya's statement:

"From the social changes I have many new relationships, learning independently and not depending on people at home, more able to interact in the scope of work"

This shows that home businesses open opportunities for them to expand their social network of interactions, without running away from their responsibilities as housewives or students. Before the existence of the business, their role was quite limited, like housewives and students, but the existence of this home business brought good changes for them. From the statement

they explained that a well-established social relationship can strengthen solidarity between fellow women, this is strengthened by the statement of the narrator Eka Fitriani:

"Women's solidarity increases, grows a sense of togetherness and supports each other in facing social challenges"

Based on the data that has been collected, the statement explains that not only in the economic field, but also in the social field, one of which is that solidarity can strengthen them and be more empowered. This is an important process that can be seen with the existence of this home business. Support, help, and share their experiences with each other. Therefore, home businesses are not only good in the economic field but also in the social and community context. They can be agents of change that bring many benefits to the people around them, where solidarity and strong togetherness are formed between women in the community where this effort bridges them to continue to actively contribute and socialize in their social sphere.

3. Psychological and Personal Impact

Home business activities bring benefits in a psychological context both in their confidence and their way of thinking. They can provide tangible evidence if they can contribute and participate in the scope of the economy. Not only in the context of the economy and the income they earn independently, but also their confidence. This is in line with the statement of the resource person Eka Fitriani:

"There is an increase in confidence and adaptability in the home business world"

This is also reinforced by a statement from Aya:

"Yes, that's right, I feel more empowered and independent as a girl on the one hand as well because I already have a little work experience in the baking field"

Clarified by Suriansyah's statement as a local figure who knows about this business, he sees the positive side in the field of psychology seen in his statement:

"If you look at the young women who have been selling, I think it's an example of the positive impact on them who are not ashamed to hone their skills until they become a field of money, it's not just the food field, if you look at it."

Based on the data that has been collected, the statement explains that home businesses not only bring influence in the economic, social, but also psychological and personal fields where the impact can foster high confidence in pursuing their worthiness. Decision making is also important which produces a more critical way of thinking and sensitivity to the surroundings, this process produces changes that as well as empowerment also make them able to express their creativity more, because there is a sense of confidence for women to hone their creativity by learning to make various shapes of cakes, one of which is a cake shaped with a flower pattern like this or given a variant As seen in the documentation through observation in Figure 1.1. In the production process workers are paid fairly by the system they are paid per 2kg of dough applies in multiples. There are several challenges in the production process, some of the challenges faced are when the process of baking cakes. Because it uses a tangkring oven (traditional oven) requires high precision, the cake must be checked and often moved to cook perfectly, as seen in the documentation through observation in figure 1.2.

The resource person also explained that the income per day is around IDR 960,000 which is quite large for the day, especially if it is summed up for a month. Of course, it has not been reduced by salaries and production costs, but still the amount is quite large and shows that there is great potential for home businesses. The productivity of this home business is fairly high, especially with a stable demand for orders at 50 to 80 boxes that they produce in a day.



Figure 1.1 Documentation of the process of baking peanut cake



Figure 1.2 Printed and packaged cake documentation

4. Impact in the Context of Community Education

Home businesses also contribute and have a positive impact on the scope of education, especially in the field of non-formal education. Experiential learning that is directly applied in real life is very effective, because basically we will quickly adapt if we are directly confronted with what we learn. With this home-based business, they learn to hone their life skills where basic life skills are needed in daily life. This is in line with the statement of the resource person Eka Fitriani:

"Providing practical learning experiences, skills, and job openings that support community development."

This is reinforced by Aya's statement:

"It can be used to hone your skills, especially women, who like to make cakes, cook. So if it is developed, it is better."

This shows that basic life skills can become educational infrastructure with a focus on theoretical and practical life skills applied directly, as well as become a job field for those out there who find it difficult to get a job. This is strengthened by a statement from the resource person Suriansyah as a local community leader:

"Yes, it's good if it is developed in the form of a community so there are benefits for the community, especially women, women who like to cook will definitely hone their skills while learning financial marketing, filling their free time is also good to become an IRT"

Based on the data that has been collected, the statement explains that women's empowerment through home-based businesses can be a strategic alternative in the fields of economics, social, personal psychology, and learning infrastructure. They not only make money but also gain knowledge and learning both from how to manage finances, marketing to the basics of other life skills. Education about finance and entrepreneurship through women's empowerment is an important pillar that is linked to a sustainable economy. Especially if it is developed and provided with good supporting infrastructure, it will definitely produce maximum results.

Discussion

In this business, Eka Fitriani, as a resource person and the owner of this peanut cake business, explained that she does not have any website in the culinary field, it is only based on her prank and hobby of selling. But, who would have thought that pranks would actually become a field of income and employment for women out there. All the skills he mastered were obtained by self-taught. There is no formal training from the government, but indirectly, Eka provides training and jobs that are secured, meaning that she becomes a trainer and a mover with capital from the experience she got from her aunt. In the sense that it empowers the community or the people around it. In this context, limited access to training is not an obstacle for them to continue to develop their potential. His motivation, enthusiasm and perseverance are the keys to the success of his business. The resource person remained diligent. This can be an example and tangible proof that no effort and perseverance is in vain. In this context, McClelland's theory is very relevant, where this theory focuses on 3 things, namely, the *need for*

achievement (n-Ach), the *need for affiliation (n-aff)*, and the *need for power (n-power)*. In this study, motivation and perseverance to achieve their goals in this business so that their needs are met, are one of the factors that encourage the resource person to start a business. Performance motivation is what drives individuals to be diligent in achieving their goals, while power motivation is focused on the willingness to influence others, and affiliation is focused on developing positive social relationships (Ridho, 2020). Women's empowerment through home-based businesses can have the potential to develop their abilities and increase their motivation. Supported by the environment and supporting infrastructure can motivate women to improve their quality and production skills, as well as related to marketing expansion. Power motivation, motivates them to always actively take a role in activities and contribute to decision-making. Then there is the motivation of affiliation, where working women can establish good relationships with fellow home business workers and also customers can create a good and supportive environment. The willingness to learn, try and try new things is an important factor. Even without his experience in the culinary field, the resource person continues to try and learn.

From the perspective of empowerment, this shows that there is a *learning by doing* process where business actors do and learn it on their own through life and daily experiences. Also known as the *experiential learning* model by (Kolb, 1984), it is to strengthen the abilities they have from their life experiences. In the context of this model, the existence of adequate support and infrastructure can make it easier for women to increase their success rate and face their challenges (Hakima & Hidayati, 2020). It doesn't have to be big, formal and expensive but things that are supportive enough for them and a supportive environment, showing that empowerment can start from simple things. Not only can it meet their needs but also become a job. This increase in income from home businesses can motivate women to continue to participate and learn to develop their skills and about making wise decisions (Zia et al., 2021). Then, it is difficult to find customers and target markets. The resource person explained that if he did not experience problems in terms of capital, the kendal actually lies in the customer, which is difficult to reach new customers, therefore what Eka Fitriani as the resource person and the owner of the business did was by leaving it in stores so that his cake business is better known and reaches a wider range of customers, as well as making the cake with an attractive shape.

Based on the results of the data obtained, the impact of community empowerment through peanut cake home business activities can be seen from various aspects of impact, such as:

1. **Economic Impact**

Women's empowerment shows a positive side for the economy. The empowerment of women in the home industry is not only facilitating access for women to be involved in various economic activities and directly contributing to the main support in economic development and progress. The impact of their contribution is very important, because it is able to bring about a change in status (dual status) from initially just ordinary schoolchildren or ordinary housewives but to creative, active and skilled economic actors. Women's empowerment through the economy can minimize the gender gap, in addition to that the contribution of women in the economy and family is beneficial because the household produces two sources of income, as well as making women independent and independent (Novitasari, 2021). Through home businesses (home industry) they can learn about managing finances, capital, and honing their creativity, one of the forms of creativity by forming cakes with changing shapes to attract customers. Which means, home-based businesses unlock their potential in finance, which has helped their economy and meet the needs of their families. Because previously her activities were limited to being a housewife, then with this business she was able to increase her income and more. They can also manage their finances and have their own emergency fund. This home-based business can improve the quality of life in the future. They become independent and wiser in making decisions and become more critical women in economic development, indirectly making women smart and empowered (Goldin, 2024). Women's contributions can strengthen the status and structure of the economy and support a prosperous community (Atinna & Juliannisa, 2024).

This home-based business also increases income for workers who are still in school and helps to learn to live independently and teamwork at work. He began to realize that financial and time management was important, as well as critical of economic problems. Meanwhile, Suriansyah, as a community leader, views that this home-based business can help develop potential and income, then provide opportunities to be creative, hone their potential and help to live independently who do not have a permanent job. Home businesses open up opportunities to compete but remain productive, also basically currently there is a lot of poverty and difficulty in employment, home businesses are a very appropriate solution if they are equipped with access and supportive training. Their contribution to economic development can create a sustainable positive impact if complemented by maximum access can produce more optimal results (Wicaksana & Rahmawati, 2023). Therefore, the role of home businesses is very important in helping the development of the current economy (Abdurrahman & Tusianti, 2021).

2. Social Impact

Not only the economic impact is felt, but also the social impact of the existence of a home business has a positive impact on social change both in the family environment and in society. They are more productive and have wider relationships and real recognition because they contribute directly to these activities. It also builds togetherness and solidarity among women. Eka explained that the relationship between customers and fellow businesses is going well. In the social context, this is a positive thing, because so far there has been a patriarchal culture that makes women not free to develop and socialize. This means that home-based businesses increase women's access that was previously limited to a wide range of social scopes, as well as increase their contribution to social economic development (Almahdali, 2023). Then the increase in togetherness among fellow home entrepreneurs. Suriansyah also sees that there is a development and increase in their role through home businesses and helps them participate in positive activities. This means that home-based businesses also show the value of women's struggles to improve their welfare and become empowered women for their lives (Mevianti, 2024).

Home businesses indirectly instill the value of mutual cooperation where the community is active and cooperative which makes their sense of solidarity and kinship stronger. The existence of a home-based business makes them strong individuals and is able to improve their status in the social sphere. Positive changes through home-based businesses are not that fast but are still one of the tangible proofs of a sustainable empowerment process. Through this home-based business, they are not only productive individuals but also women who are able to stand alone and are not marginalized based on gender and their role as housewives.

3. Psychological and Personal Impact

The impact of home business also has a good and big influence apart from the economic and social impact where in their personal psychology, namely a sense of self-esteem, independence, more empowered and confident when making decisions because their social status is more valued. In women, they will be more aware and resilient for their economy in the future. So, a home business not only provides income, but helps them in shaping their personalities to become more empowered women on their own feet and firm in decision-making. Women who are always involved in contributing in all aspects will have a higher sense of confidence, because they feel their role if they participate in contributing (Fitriani & Arifin, 2022). Home-based businesses provide the foundation for them to be free from the shackles of dependency and make them independent individuals, which can give rise to a sense of confidence and become an example for other women to live independently and resiliently.

On the other hand, it is also able to train creativity and hone wiser thinking. This was admitted by the business owner Eka Fitriani, if this business made him wiser in taking. This shows that women are more insightful and open to what they will do in the future and in decision-making (Nabila, 2022). Home businesses make them more confident to explore the potential and creativity that exists in them, women will be more free to innovate and experiment with things around them. Making them

also assertive and active individuals. Independence is not only in the form of material but also intellectual emotions. Where they are able to make decisions and adapt. This shows that psychological and personal impacts are very related to the development of women's quality of life. Therefore, mature psychology and personal maturity will make women more resilient and critical in decision-making and in terms of the process of social economic development.

4. Impact in the Context of Community Education

Not only does it have an impact on the social and personal economy, but empowerment also has an impact in the field of educational education. In the context of public education, this is very important and is a strategic solution to increase knowledge and the economy at the same time. Community education (non-formal education) is famous for its relaxed, flexible system and directly applied in daily life, which makes home business the right means if developed into community learning. Because it is not only a source of income, but it can also be in the means of education, learning and honing the potentials that exist in them. Having direct experience through daily life in managing finances, capital, and time is important in the provision of running a business and helping to manage finances in their own household. Then beyond that, home businesses have the possibility of becoming a place of social learning for people to develop their potential, capacity, exchange knowledge and hone their life skills. Through this home-based business, they can learn and apply first-hand the basics of management science, manage finances, marketing strategies, and increase the innovation of their businesses. These things are clearly related in daily life, therefore it will be very strategic if home businesses are used as one of the infrastructure for sustainable science (Djati et al., 2024). This business can be a learning infrastructure, especially for young people, not only to generate an income but also to get basic knowledge of marketing, financial management and time, because these basics are always needed in daily life. Some have cooking skills but do not have the knowledge to manage capital and finances, therefore this community will be very effective. This statement shows that indirectly the previous business actor became an inspiring figure (Mevianti, 2024). This shows that sustainable life skills that are closely related to non-formal education are very effective, where they learn management, manage finances, deal directly with other actors that result in interconnected interactions, and how they innovate products to reach the target market, all of which takes time and a long process. But if applied directly, it will make time efficient, because it is not only theory, but real practice in the scope of entrepreneurship. In non-formal education (community education), education or lifelong learning is an important foundation. This home-based business not only makes them more independent, but also inspires other women to contribute (Almahdali, 2023).

They can also contribute as facilitators by sharing their experiences and knowledge and helping those around them to become empowered women together. Home business can be a means of learning finance and honing skills that become one and are directly applied in real life, as you know, public education has a different system from non-formal education, this is an advantage because public education has a more flexible time. Because there is great potential in the development of group training businesses, especially to empower women and local youth. With the existence of this learning community, it is hoped that it can provide positive values such as being an independent, responsive, responsible and disciplined individual. Therefore, home-based businesses play a big role in the scope of society as well as an educational space among the community with a sustainable impact, learning to think critically and quickly respond to problems that befall them and training in decision-making at such times. With non-formal learning developed through practical community learning and focusing on sustainable living, making home business a broad strategic means to empower the community, especially women out there, opening up new opportunities and making them agents of change.

CONCLUSION

Based on the results of existing research on the impact of women's empowerment in peanut cake home businesses in Balikpapan City, it can have a positive influence on home business workers, especially women. They can be directly involved

in contributing to increasing family income, becoming independent both in financial management and in decision-making. Unknowingly, this home business hones life skills. Not only that, home-based businesses can also contribute in the context of non-formal education indirectly helping to distribute knowledge to them but not sparing their focus on generating their own income. Therefore, home-based businesses are the right strategy to support the development of society, especially women, in order to create a more prosperous society.

But there are several weaknesses that need to be highlighted, such as the lack of training, inadequate access to the lack of support from the government. Therefore, there are several recommendations from this study, namely, conducting training and socialization from formal institutions (Government) and non-formal institutions in cooking skills. Providing education and training from experts (formal) related to marketing management and digital technology, to support marketing and the wider range and help them with digital marketing. Because in today's era everything is digital, and the training must be very helpful. Providing basic training in designing is also necessary, so that they can design product packaging that is more maximal from creativity. There is assistance from the local government in providing access, infrastructure and helping to develop this business as a community-based education advice through community education (non-formal education).

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