

THE INFLUENCE OF EMPOWERING WOMEN ENTREPRENEURSHIPS ON INCREASING COMMUNITY WELFARE IN THE MSME SECTOR OF TUBAN DISTRICT

Cumi Ikwati¹⁾, Abdur Razak²⁾

¹⁾Management Study Program, Faculty of Economics, Universitas Terbuka, Indonesia

²⁾Business Administration Study Program, LP3I Polytechnic, Indonesia

Corresponding author: Cumi.ikwati@gmail.com

Abstract

This scientific work examines the influence of empowering women entrepreneurs on improving community welfare in the MSME sector in Tuban Regency. Through case studies that focus on female entrepreneurs fostered by the Kopernik Foundation. Kopernik is a community empowerment foundation that was founded in 2010, with areas of activity: Advocacy, Training and Volunteering. Empowerment by the Kopernik Foundation is carried out through various business skills training programs and business assistance. In this scientific work, quantitative research methods are used, namely collecting primary data through a survey approach. The results of the research reveal that the empowerment provided, such as business skills training and mentoring, makes a significant contribution to improving the economic and social welfare of local communities. Apart from that, this empowerment also encourages the creation of new jobs and strengthening the local economy in Tuban Regency while still paying attention to environmental interests. Supporting factors such as business actors and the commitment of the Kopernik Foundation play an important role in the success of the program. From this research it can be concluded that the empowerment of women entrepreneurs by the Kopernik Foundation in the MSME sector in Tuban Regency has had a positive impact on improving community welfare. This program also has the potential to become an effective economic empowerment model to be implemented in other regions.

Keywords: Kopernik, empowerment, MSMEs, entrepreneurship , women.

Introduction

MSMEs in Indonesia play an important role in efforts to stimulate the economy, especially in rural areas. Increasing income, improving health levels, and saving efforts in the family economy are indicators that people's welfare has improved (Imron, 2012, quoted by Berry Sastrawan, Adrianus Samsi, & Seran G. G., 2024). Other indicators that can be used to assess community welfare include: employment levels, income, education, access to health services, demographic structure, tariffs and consumption patterns, poverty levels, and housing and environmental conditions. According to data from the Ministry of Finance, the number of MSMEs in this country reached 64.2 million units or around IDR 8,573.89 trillion, which contributed 61.07% to GDP. Apart from that, the MSME sector also absorbs around 117 million people or approximately 97 percent of the total workforce in Indonesia. After the economic crisis, MSMEs were proven to be able to survive and become the main driver of the economy (Naily El Muna & Tio Budi Prasetyo, 2024). Mrs Woro Srihastuti Sulistyaningrum as Deputy for Coordination of Quality Improvement for Children, Women and Youth of the Coordinating Ministry for Human Development and Culture, revealed that women play an important role in the Indonesian economy by managing around 61 percent of MSMEs in this country. This statement was conveyed in his report entitled "Replicating the Success of MSMEs and Cooperatives for Women and Youth Entrepreneurs in Indonesia" at the 2023 Mental Revolution Work National Seminar. In Tuban Regency itself, MSMEs led by female entrepreneurs play an important role in improving the household economy. . However, there are various challenges faced by female entrepreneurs, such as limited capital and lack of access to entrepreneurship education. From a gender perspective, women are often considered to have more limited technological knowledge than men. However, they actually demonstrated superior business skills. In fact, currently the majority of business actors are women (Setya Indah Isnawati, et al., 2024). In addition, economic inequality that still exists, especially in rural areas, hinders women's access to resources, training and markets.

The empowerment program carried out by the Kopernik Foundation offers various training and assistance to female entrepreneurs in Tuban Regency. The initiative program carried out by Kopernik has

an important role in providing support to women entrepreneurs through training, mentoring and access to markets. Empowerment of women entrepreneurs practically refers to efforts to provide opportunities to women who have the potential to improve, develop and improve their economic conditions through business activities. According to (Karwati, 2019) there are three indicators of empowerment, namely creating an atmosphere that allows developing potential (enabling), strengthening potential (empowering) and protecting.

Kopernik provides practical and sustainable solutions to reduce poverty for people living in remote areas so they can realize their full potential and enjoy a more dignified life. Kopernik has developed various empowerment programs that are not only from an economic perspective but also always pay attention to aspects of environmental sustainability. With increasing awareness of the importance of environmental sustainability, female entrepreneurs are invited to always implement environmentally friendly business practices, thereby creating a wider positive impact. Haryati and Sukmawati (2020), stated that women's economic empowerment can significantly improve their welfare. Thus, this research wants to know more in depth about:

1. How does the Kopernik Foundation's empowerment program influence increasing the economic capabilities of women entrepreneurs in Tuban?
2. What factors influence the effectiveness of this empowerment program?
3. What is the impact of empowerment on the welfare of local communities in the MSME sector?

The focus of this research is female entrepreneurs who have participated in the empowerment program from the Kopernik Foundation or are referred to as Ibu Inspirasi participants. Research limitations lie in the geographical scope of Tuban Regency, and the research subject of female entrepreneurs in the MSME sector.

(Hapsari & Nurhajjah, 2020) stated that even though their businesses are still on a small scale, women still play an important role in alleviating poverty and contributing to economic prosperity. This research aims to analyze the influence of empowering women entrepreneurs on improving community welfare in Tuban Regency, as well as to understand what factors can hinder and support the success of this empowerment program. It is hoped that this research will provide benefits as a reference for academics, business actors and empowerment institutions in developing sustainable empowerment strategies.

Method

This research uses quantitative research methods, with data collection techniques using a survey approach. The survey approach in quantitative research involves the use of questionnaires containing questions that can be measured and analyzed statistically. Using a survey approach makes it possible to collect data from respondents, in this case the survey was conducted on female entrepreneurs in Tuban. By using a questionnaire, researchers can collect data regarding respondents' perceptions and experiences regarding empowerment programs, identify factors that influence program effectiveness, and analyze the program's impact on community welfare.

The data used in this research is primary data with a research population that includes all female entrepreneurs who take part in empowerment programs in the Tuban Regency area. Samples were taken using a purposive sampling method, namely those who were active in SMEs assisted by the Kopernik Foundation. Questionnaires were distributed to respondents, namely female entrepreneurs who are members of the Ibu Inspirasi program, using Google Form to facilitate access and facilitate data processing.

Some questionnaire data uses the Guttman Scale, which is also known as scalogram analysis or cumulative scaling. This scale is structured using elements that can be hierarchically ordered. As explained by LP2M (2022), it is able to describe the extreme attitudes of respondents towards a subject, both very negative and very positive.

Through the Online Questionnaire method in the form of closed and half-open questions. Closed questions are questions for which the answers are already available so the respondent just has to tick the answers provided. Meanwhile, half-open questions are created to provide alternative answers that are expected to be answered, but still provide other alternative answers. In total there are 11 questions containing 8 closed questions, 2 half open questions, and one question as a forum for suggestions and input from questionnaire participants. These 11 questions represent the formulation of the problem to which you want to find the answer.

Data analysis techniques in this scientific work involve descriptive analysis and inferential analysis. Descriptive analysis is used to describe the characteristics of respondents and the results of each question. Meanwhile, inferential analysis is used to test hypotheses and relationships between variables, such as the effect of programs on increasing income. Using a combination of inferential and descriptive analysis will help provide a comprehensive picture of the questionnaire data being analyzed. Descriptive analysis provides an initial understanding of respondents' attitudes, while inferential analysis allows researchers to test hypotheses and explain relationships between variables.

Results and discussion

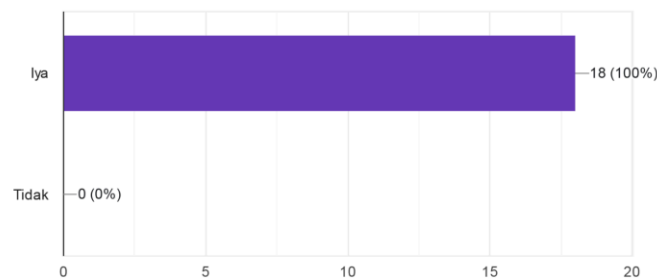
From the questionnaire distributed there were 11 questions answered by 18 respondents which helped us in finding answers to each problem formulation with the following results:

1. How does the Kopernik Foundation's empowerment program influence increasing the economic capabilities of women entrepreneurs in Tuban?
 - Did Kopernik's Ms. Inspiration program help you understand business management better? (Yes/No)

Of the 18 respondents, all of them answered yes.

1. Apakah program dari kopernik membantu Anda memahami pengelolaan usaha secara lebih baik?

18 jawaban

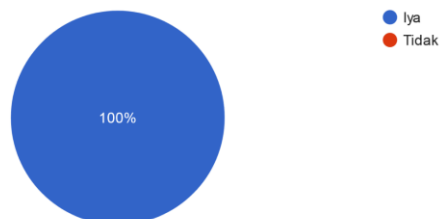


- Do you get support in marketing, finance, and access to training from the Kopernik empowerment program? (Yes/No)

Of the 18 respondents, all of them answered yes.

2. Apakah Anda mendapatkan dukungan dalam pemasaran, keuangan, dan akses pelatihan dari program Kopernik?

18 jawaban

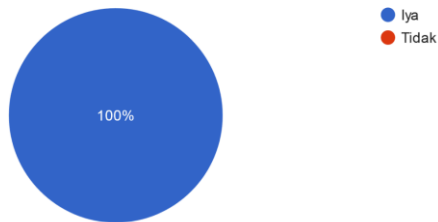


- Have you experienced an increase in the number of customers after joining the program? (Yes/No)

Of the 18 respondents, all of them answered yes.

3. Apakah Anda mengalami peningkatan jumlah pelanggan setelah mengikuti program?

18 jawaban

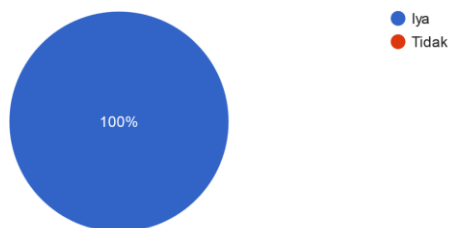


- Have you experienced an increase in business income after participating in the Kopernik empowerment program? (Yes/No)

Of the 18 respondents, all of them answered yes.

4. Apakah Anda merasakan peningkatan pendapatan usaha setelah mengikuti program pemberdayaan Kopernik?

18 jawaban

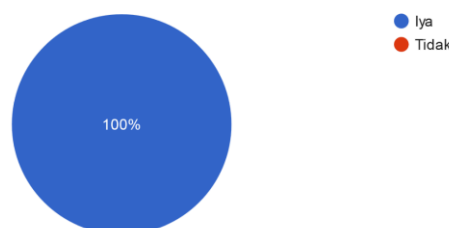


- Have you implemented any new strategies in your business after participating in the Kopernik program? (Yes/No)

Of the 18 respondents, all of them answered yes.

5. Apakah Anda menerapkan strategi baru dalam bisnis Anda setelah mengikuti program Kopernik?

18 jawaban

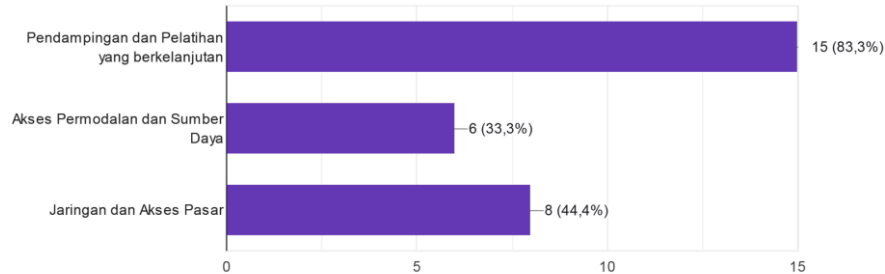


2. What factors influence the effectiveness of this empowerment program?

- Choose the factors that you think will most influence the success of this program for your business. (Using half-open questions, with answer choices namely: Continuous Mentoring and Training, Access to Capital and Resources, Network and Market Access, Others, please specify.) From the respondents' answers, there were 83.3% who stated that the factors that they thought most influenced the success of this program were ongoing mentoring and training, while 33.3% of respondents answered access to capital and resources, the remaining 44.4% answered networks and market access.

6. Pilihlah faktor yang menurut Anda paling mempengaruhi keberhasilan program ini bagi usaha Anda.

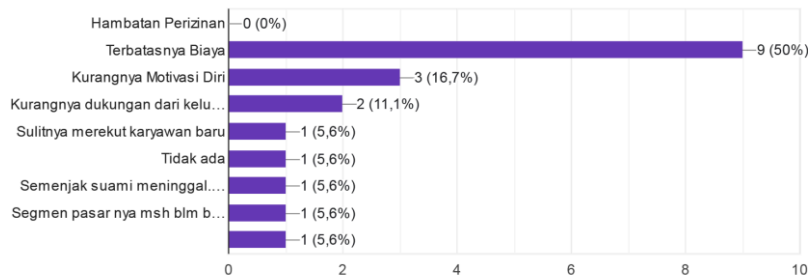
18 jawaban



- What are the main obstacles you face in running your business under this empowerment program? (Using half-open questions with answer choices, namely: Licensing obstacles, Limited costs, Lack of self-motivation, Lack of support from family and environment, Others please specify) From the respondents' answers, the main obstacles faced in running a business under this empowerment program were 50% limited costs, 16.7% lack of self-motivation, while other reasons were lack of support from family, difficulty recruiting new employees, there are no obstacles, since my husband died, and market segmentation each contributes 5.6%

7. Apa kendala utama yang Anda hadapi dalam menjalankan usaha di bawah program pemberdayaan ini?

18 jawaban

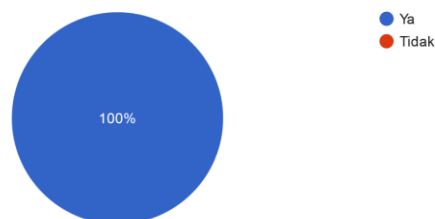


- What is the impact of empowerment on community welfare in the MSME sector?
 - Do you feel that increasing your business has had a positive impact on your family's welfare? (Yes/No)

Of the 18 respondents, all of them answered yes.

8. Apakah Anda merasa bahwa peningkatan usaha Anda berdampak positif pada kesejahteraan keluarga Anda?

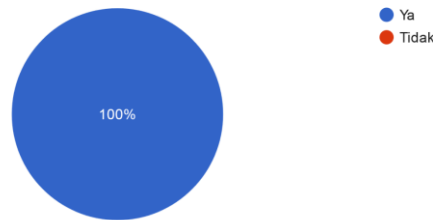
18 jawaban



- After participating in this program, do you feel that there has been an improvement in the quality of life in the surrounding community? (Yes/No) Of the 18 respondents, all of them answered yes.

9. Setelah mengikuti program ini, apakah anda merasakan adanya peningkatan kualitas hidup di lingkungan masyarakat sekitar?

18 jawaban

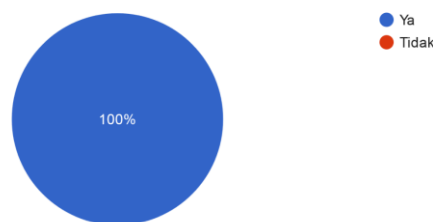


- Does this empowerment encourage the creation of new jobs and strengthen the local economy in Tuban Regency while still paying attention to environmental sustainability? (Yes/No)

Of the 18 respondents, all of them answered yes.

10. Apakah program pemberdayaan Ibu Inspirasi mendorong terciptanya lapangan kerja baru, dan penguatan ekonomi lokal di Kabupaten Tuban dengan tetap memperhatikan keberlanjutan lingkungan?

18 jawaban



- What suggestions do you have for this empowerment program to run more effectively? Suggestions given by respondents are:

- This program continues to be sustainable so that our business continues to grow.
- Hopefully this inspirational mother program can expand sustainable marketing.
- Hopefully this empowerment program can continue.
- Empowerment has gone well.
- Always communicate, be disciplined and be responsible.
- Continue to accompany us, the kind-hearted Koprnik team to advance our business.
- Hopefully this good program will continue in the future, and that there will be more and wider beneficiaries.
- To hold regular and regular meetings, to get guidance in running the business and to find out about problems/obstacles in managing the business.
- There is ongoing assistance.
- Hopefully this program can continue.
- I want to broaden my knowledge and broader offline/online marketing. Thank You.
- For the effectiveness of empowerment programs, it is important to understand participants' needs, provide relevant training and ongoing mentoring. Access to resources, community engagement, and regular evaluation are also key to long-term sustainability and impact.
- The program is good and needs to be improved further.
- There is always ongoing assistance, to motivate.
- Hopefully in the future, Kopernik can empower mothers more widely and evenly from various business fields.
- Cooperate with each other in marketing sales products.

- 17) Entrepreneurship and small business development supports entrepreneurs by providing access to capital.
- 18) Hopefully this program can continue by providing creative ideas.

Conclusion

The following is a summary of the answers to each problem formulation based on the research results above:

1. Problem Statement 1. How does the Kopernik Foundation's empowerment program influence increasing the economic capabilities of women entrepreneurs in Tuban?
Respondents' answers show that the Kopernik Foundation empowerment program has influenced increasing the economic capabilities of female entrepreneurs in Tuban, by providing support in terms of marketing, finance and access to training, as well as helping female entrepreneurs understand business management better. After participating in the training program, business actors implement new strategies in business, so they can increase income and increase the number of customers.
2. Problem Formulation 2. What factors influence the effectiveness of this empowerment program?
From the respondents' answers, they stated that the factors that they thought most influenced the success of this program were 83.3% ongoing mentoring and training, 44.4% networks and market access, the remaining 33.3% answered access to capital and resources.
Meanwhile, the factors that are the main obstacles faced by business actors while participating in this program are 50% of respondents answering limited costs, 16.7% lack of self-motivation, 11.1% lack of support from family, other factors such as the difficulty of recruiting new employees, no problems, since husband died, and market segment, each contributed 5.6%
3. Problem Formulation 3. What is the impact of empowerment on community welfare in the MSME sector?
In this research, respondents stated that after participating in the empowerment program there was an increase in business which had a positive impact on family welfare, improved quality of life in the surrounding community, and this empowerment encouraged the creation of new jobs and strengthened the local economy in Tuban Regency while still paying attention to environmental sustainability. These things are indicators of community welfare. So it can be concluded that the empowerment provided has an impact on various indicators of community welfare in the MSME sector, including increasing business which has a positive impact on family welfare, improving the quality of life in the surrounding community, and this empowerment encourages the creation of new jobs, as well as strengthening the local economy in the Regency. Tuban while still paying attention to environmental sustainability.
From the suggestions given by respondents, the majority gave positive assessments, and hoped that the Empowerment program carried out by the Kopernik Foundation could be sustainable.

This finding is in line with the results of research by Zimmerer (2019), which revealed that empowering women in the business world can improve individuals' ability to manage finances and make more appropriate business decisions. The supporting factors for the success of this program are the commitment of the Kopernik Foundation and the enthusiasm of female entrepreneurs in developing their businesses. However, there are still obstacles such as limited access to additional capital. In line with what was conveyed by Fadilla Ulpa and Fatmariza (2020) that through programs with economic value, empowerment can help improve family welfare.

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