



## Formulation of Empowering Poor Women with Pro-Poor Capacity Improvement Model

Esy Nur Aisyah  
UIN Maulana Malik Ibrahim Malang  
esnuraisyah@pbs.uin-malang.ac.id

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**Abstract:** *There are several reasons that lead to the importance of implementing a gender-oriented poverty alleviation program, one of which is that it can stimulate the emergence of empowerment. So the purpose of this research is to formulate the empowerment of poor women with the Pro-poor Capacity Improvement model in an effort to alleviate poverty in rural areas. The formulation of the model is based on the analysis of potentials, barriers, opportunities, threats, and policies in empowering poor women. Research in Gadingkulon Village, Dau District, Malang Regency was carried out through questionnaires, in-depth interviews, observations, Focus Group Discussions (FGD), and literature studies. The first stage uses quantitative analysis to present the frequency table, and the second stage uses qualitative analysis in gender analysis by Sara Longwee. This research resulted in a model for empowering poor women, which was designed in the Pro-poor Capacity Improvement ((PCIM) model which consisted of several components in the model in order to improve family welfare. These components consisted of the results of an analysis of potential, opportunities, obstacles, intervention in entrepreneurship, and welfare. The formulation of empowerment of poor women in Gadingkulon Village can be implemented in poverty alleviation efforts.*

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## Introduction

Poverty has implications for all aspects of life. Various ways have been carried out as an effort to alleviate poverty in Indonesia, especially in rural areas, one of which is increasing income without considering the capacity of poor women as development. Empowering women in the context of poverty alleviation is expected to be able to reduce poverty in rural areas, which increases the poverty rate with women as the head of the household.



Incorporating the dimensions of justice and gender is very important to do to overcome various structural and social-cultural barriers to the non-achievement of the rights of the poor. The obstacle that becomes the interest here is gender mainstreaming. The patriarchal culture causes women to be weak to be able to influence (bargaining position) and makes women only as administrators and family managers.

Looking at the current state of Indonesian women, the urgency of a serious solution in terms of diplomacy can be seen. In development activities, women are limited to the domestic/reproductive sector and women's participation is relative. This shows that the position of women's gender in society is still very far from the concept of gender. Especially when women enter the realm of policy or politics, they are considered to violate nature.<sup>1</sup>

Therefore, exploitation, discrimination, and marginalization of women and children are the main sources of the problem of poverty in developing countries. Therefore, a gender mainstreaming strategy for poverty alleviation becomes an unavoidable component. Several reasons lead to the importance of implementing a gender-oriented poverty alleviation program.<sup>2</sup> First, poverty is a household condition that cannot access a better life. One indicator of poverty is the relationship between education level and family income sources. This condition is relatively common it shows that the heads of poor households can also be women who have more burdens (triple burden of poverty). Of course, the lack of experience in accessing better sources of livelihood will differ between male and female household heads

The second, gender-based programs will stimulate the emergence of empowerment. This empowerment in the long term can shape the independence of the community, how they optimize their assets and abilities in order to achieve a better life. The third reason is to ensure that the involvement, benefits and effects of empowerment programs become more detailed and clear due to the availability of disaggregated gender data.

Based on this phenomenon, the research "Formulation of the Empowerment of Poor Women with the Pro-poor Capacity Improvement model" is oriented to shape the motivation of poor women's lives in rural areas through developing their ability to be creative, express, and innovate, to achieve an independent life and be able to lift the family economy. So, the objectives of this research are (1) to analyze the potential, opportunities, and obstacles of poor women in entrepreneurship; (2) analyzing poverty alleviation policies for poor women; and (3) formulating the empowerment of poor women based on the Pro-poor Capacity Improvement model.

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<sup>1</sup> Nanang Hasan Susanto, "Tantangan Mewujudkan Kesetaraan Gender Dalam Budaya Patriarki," *Jurnal Muwazah* 7, no. 2 (2015): 120-130.

<sup>2</sup> Landung Esariti, Lillah Haulah, and S Sunarti, "Pengaruhutamaan Gender Dalam Program Gerbang Hebat Sebagai Strategi Pengentasan Kemiskinan Di Kota Semarang," *Tataloka* 21, no. 1 (2019): 140.



## **Empowerment of Poor Women**

Women's empowerment is an effort to achieve equal roles, access and control for men and women in all fields of development. At the same time, the empowerment program for poor women aims to increase the economic independence they desire. A poor family is defined as a person or family who does not have a livelihood and/or is unable to meet basic needs (Pusdatin, Ministry of Social Affairs, RI).

The Ministry of Women's Empowerment points out that gender inequalities and injustices occur because development strategies are not gendered sensitive. Policies that do not respond to gender mean that they do not take into account the different experiences, ambitions and interests of men and women, nor do they establish gender equality and justice as the ultimate goal of development. Therefore, it is necessary to empower women in various fields to create equal opportunities, participation, interests and control rights between men and women. In addition, all development plans must account for gender issues to minimize this gap, as explained in "Permendagri" 2008 Number 15.<sup>3</sup>

Sara H. Longwee has developed a gender analysis technique called the "Women's Capability Framework", which has five dimensions, namely: (1) welfare; (2) interviews; (3) Awareness; (4) Participation; (5) Control. The benefits scale is measured by meeting basic needs (such as clothing, food, and housing). The dimension of access is measured based on the extent to which men and women have opportunities and capabilities in production assets such as land, labour, capital, information and skills. The dimension of awareness can be measured through critical awareness efforts on gender differences caused by gender factors. The level of participation is measured to regulate the role of women in the decision-making process. Then the control dimension can be measured by the distribution of power between men and women in all fields (such as means of production, human resources, finance, etc.).<sup>4</sup>

## ***Pro-poor Capacity Improvement Model***

A model is a depiction of an object, idea, or object into a simplified form of natural conditions or events. The model contains various information on a phenomenon that is designed to review the actual process events. In addition, the model can also be a replica of an object, pattern or phenomenon that is real and has information that is very important to analyze. The model for empowering poor women refers to the Pro-poor Capacity Improvement Model (PCIM).<sup>5</sup> The model consists of several components, which consist of the results of the analysis of potential, opportunities, barriers,

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<sup>3</sup> Kementerian Pemberdayaan Perempuan, *Laki-Laki Dan Perempuan Memang Beda, Tetapi Tidak Untuk Dibeda-Bedakan* (Jakarta: Kantor Meneg PP., 2001).

<sup>4</sup> Muttalib, Jang A. *Menggunakan Kerangka Pemampuan Wanita, Dalam Moeljarto Tjokrowinoto, Dkk. Bahan Pelatihan Jender Dan Pembangunan* (Kantor Menteri Negara UPW, 1993).

<sup>5</sup> Sri Marwanti dan Ismi Astuti, "Model Pemberdayaan Perempuan Miskin Melalui Pengembangan Kewirausahaan Keluarga Menuju Ekonomi Kreatif Di Kabupaten Karanganyar," *SEPA : Vol. 9 No.1 9*, no. 1 (2012): 134-144.



interventions in entrepreneurship, and welfare.

### **Woman Entrepreneurship**

The definition of entrepreneurship has never focused on the gender of the entrepreneur. This definition can be used well to define women entrepreneurs without any boundaries.<sup>6</sup> Entrepreneurship by women can be understood as a practice where women systematize various elements of production, are willing to take risks and are responsible for employing other people. Therefore, women's entrepreneurship is an important tool for women's empowerment. Women entrepreneurs must divert their attention from depending on others. They must train themselves to be independent women.<sup>7</sup> Although there are many problems faced by women entrepreneurs, both in terms of finance, marketing, health, family, there are several factors that influence the success of women entrepreneurs, namely environmental, family and personal attributes.<sup>8</sup>

### **Method**

Analyzing the empowerment of poor women with a SWOT analysis, namely the management system in seeing strengths, weaknesses, opportunities, and threats. And the results of the analysis are formulated in the Pro-poor Capacity Improvement model. The research location is in Gadingkulon Village, Dau District, Malang Regency, with 133 poor women. Data collection techniques used questionnaires, in-depth interviews, observations, Focus Group Discussions (FGD) and literature studies. The first stage uses quantitative analysis for the presentation of the frequency table,<sup>9</sup> then the second stage uses qualitative analysis, and gender analysis by Sara Longwee to describe the results of the study.<sup>10</sup>

### **Result and Discussion**

#### **Environmental Characteristics of Research Area**

Geographically, Gadingkulon Village is located on the northern slope of Mount Kawi and the southern slope of Mount Pendeman. Judging from its type, this area extends and extends from south to north, with an area of 453 hectares and a height of about 480 m. Topographically, the land is mostly hilly with an altitude of 670 meters

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<sup>6</sup> Prashar, Sanjeev, T. Sai Vijay, and Chandan Parsad, "Women Entrepreneurship in India: A Review of Barriers and Motivational Factors," *International Journal of Entrepreneurship and Innovation Management* 22, no. 3 (2018).

<sup>7</sup> Sangharsha Baliram Sawale and Madhavee Devrao Karpe, "Skill Development and Women Entrepreneurs in India," *Shanlax International Journal of Economics* 8, no. 1 (2019): 32–36.

<sup>8</sup> Kartini Mat Rashid et al., "Success Factors Among Women Entrepreneur in Malaysia," *International Academic Research Journal of Business and Technology* (2015).

<sup>9</sup> H. Wijaya, *Analisis Data Kualitatif Sebuah Tinjauan Teori & Praktik* (Sekolah Tinggi Theologia Jaffray, 2019).

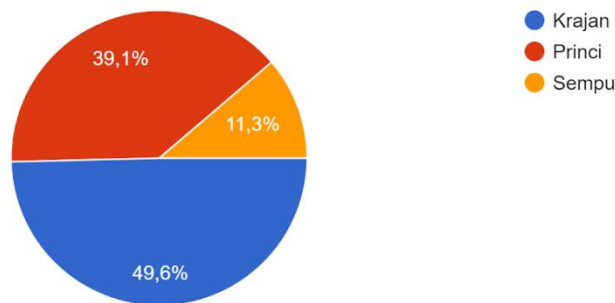
<sup>10</sup> Muttalib, Jang A. *Menggunakan Kerangka Pemampuan Wanita, Dalam Moeljarto Tjokrowinoto, Dkk. Bahan Pelatihan Jender Dan Pembangunan* (Kantor Menteri Negara UPW, 1993).



above sea level with an average temperature between 20 degrees Celsius to 27 degrees Celsius and an average rainfall of 2,400 mm/year. Gadingkulon Village is one of ten villages in Dau District, Malang Regency which consists of 3 small villages which are administratively divided into 22 RTs.

### The Identity of Poor Women in the Research Area

The number of poor women in Gadingkulon Village is 133 people, with details based on Dusun disaggregation as follows:



**Figure 1. Data on Poor Women by Hamlet**

Based on Figure 1 above, the poor women who responded to the research information were 66 people from Krajan hamlet, 52 people from Princi hamlet, and 15 people from Sempu hamlet.

The data on respondents based on age are as follows:

**Table 1. Age Data for Poor Women in Gadingkulon**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25 - 35 years old	36	27.1	27.1	27.1
36 - 46 years old	47	35.3	35.3	62.4
47 - 57 years old	32	24.1	24.1	86.5
58 - 64 years old	5	3.8	3.8	90.2
> 64 years old	13	9.8	9.8	100.0
Total	133	100.0	100.0	



Based on the demographic analysis of the working-age structure, they were divided into three groups, namely (a) the young age group under 15 years; (b) production age group 15 to 64 years; (c) elderly group 65 years and above. Based on Table 1 above, the respondent's age is older than at the time of delivery. Respondents have a production age of 120 people and non-production age of 13 people.

According to education level, respondents' education level is as follows:

**Table 2. Education of Poor Women in Gadingkulon Village**

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Continuing School	13	9.8	9.8	9.8
Primary School	98	73.7	73.7	83.5
Junior High School	19	14.3	14.3	97.7
Senior High School	3	2.3	2.3	100.0
Total	133	100.0	100.0	

Educational level is the level at which a person obtains formal education which is used by the government and authorized by the Ministry of Education. Education level was classified as: never attended school, elementary school, junior high school, high school and university. Based on Table 2, all poor women in Gadingkulon have not reached the level of higher education, and the highest level of education is at the elementary level. The education level of most poor women is very low.

Furthermore, the livelihoods of poor women are as follows:

**Table 3. Livelihoods of Poor Women in Gadingkulon Village**

	Frequency	Percent	Valid Percent	Cumulative Percent
Farm workers	46	34.6	34.6	34.6
Farmer	1	.8	.8	35.3
Laborer	21	15.8	15.8	51.1
Entrepreneur	4	3.0	3.0	54.1



Unemployment	61	45.9	45.9	100.0
Total	133	100.0	100.0	

Community livelihoods are the main occupations and livelihoods of the community. Based on Table 3, most of the poor women earn a living as farm labourers. However, out of 133 respondents, 72 poor women have income because they work, and 61 poor women do not have income because they do not work.

Then based on the number of children, the following is the data on the number of poor girls:

**Table 4. Number of Poor Girls in Gadingkulon Village**

	Frequency	Percent	Valid Percent	Cumulative Percent
No Children yet	3	2.3	2.3	2.3
1	31	23.3	23.3	25.6
2	57	42.9	42.9	68.4
3	27	20.3	20.3	88.7
4	7	5.3	5.3	94.0
> 4	8	6.0	6.0	100.0
Total	133	100.0	100.0	

According to the definition from the National Population and Family Planning Agency (BKKBN), the number of children is the number of children a woman has at the time of giving birth. The assessment of the number of children is based on the ideal number of children based on the BKKBN, namely: a) minus: <2 children b) ideal: 2 children c) number: > 2 children. Based on Table 4 above, most of the poor women have two children, which means that their number of children is in the ideal category.

### **The Motivation of Poor Women in the Research Area**

In exploring information about the motivations of poor women in Gadingkulon Village to change and be free from poverty, the researcher asked the question "do you want to be free from poverty?". And the answer 99.2% is yes. As shown in Table 5 below:

**Table 5. Poor Women's Answers About Desire to Be Free from Poverty**





	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	132	99.2	99.2	99.2
Valid No	1	.8	.8	100.0
Total	133	100.0	100.0	

The relationship between the level of success of the change with the level of reason for wanting to change is directly proportional, so the source of the importance of the reason for the change must be from within. Based on the narrative answers given by poor women, most of them want to be free from poverty because they want a decent life.

However, change is not enough just from self-motivation, but also requires sufficient skills. Therefore, the researchers also sought information about their participation in various activities to improve their skills. The results of data mining showed that most of them had never participated in any training activities (see table 6) because they had never been invited to participate in these activities.

**Tabel 6. Table 6. Poor Women's Participation in Activities**

	Frequency	Percent	Valid Percent	Cumulative Percent
Ever	32	24.1	24.1	24.1
Valid Never	101	75.9	75.9	100.0
Total	133	100.0	100.0	

Furthermore, the researchers tried to dig up information to poor women in Gadingkulon about the concept of entrepreneurship according to their views. And the result is that 91% of them answered yes, namely that the way to be free from poverty is entrepreneurship, as their answers in Table 7 below:

**Table 7. How to be free from Poverty by Entrepreneurship**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	121	91.0	91.0	91.0
Valid No	12	9.0	9.0	100.0
Total	133	100.0	100.0	

### Potential of Poor Women in Entrepreneurship

There are several potentials possessed by poor women in Gadingkulon Village in





developing entrepreneurship, namely:

- a. The existence of the KB Village Institutional Association in Gadingkulon Village. The existence of KB Village It is one way to strengthen the Family Planning and Family Development Population program (KKBK) organized by, from, and for the community which aims to increase community capacity with available facilities, namely getting all family planning program services to build quality families.
- b. Consolidated partnerships between poor women who own businesses and local entrepreneurs, especially to increase sales and product quality.
- c. Implementing the concept of "learning by doing" between business practices, with the aim that they can share information, skills and others.
- d. The creation of a culture of solidarity at work that can generate group motivation to elaborate business;
- e. Some poor women have good enough creativity so that inspiration can be transferred to other poor women.

### **Opportunities for Poor Women in Entrepreneurship**

There are several opportunities that poor women have in Gadingkulon Village in developing entrepreneurship, namely:

- a. The existence of a farmer group and KB village working group that has been widely promoted in Malang Raya;
- b. The existence of eco print batik handicraft businesses that have penetrated outside the Greater Malang area;
- c. Various handicrafts can be developed as souvenirs.
- d. The existence of various kinds of processed products has the potential to be developed as local souvenirs.

### **Barriers to Poor Women in Entrepreneurship**

There are several obstacles that poor women have in Gadingkulon Village in developing entrepreneurship, namely:

- a. The majority of poor women still have low knowledge.
- b. The majority of poor women still have low skills in utilizing local resources, especially the creative economy.
- c. Limited working capital.
- d. Has limited access to market and capital information.
- e. Low motivation for entrepreneurship consistently

### **Policy Analysis of the Empowerment of Poor Women in the Research Area**

There are several policies and programs implemented by the government of Gadingkulon Village in the context of alleviating poverty. The activities carried out are increasing women's access to knowledge and skills related to management, business, market opportunities, capital, financing, income generation and business plans. If it is



related to the 5 aspects of women's abilities by Sara Longwee, the various activities carried out by the Village still lead to an increase in welfare, not to the level of increasing access and increasing participation in the context of creating a critical culture and mastering the utilization of various existing resources. Therefore, policies and programs that are implemented only target women, and are limited to organizing various existing resources, instead of focusing on efforts to increase critical awareness of poor women, so that they can rise from adversity and develop innovation and innovation in entrepreneurship. Table 8 lists the research results.

**Table 8. Policy Analysis of Poor Women Empowerment**

No	Purpose	5 aspects of Women's Empowerment				
		Welfare	Access	Awareness	Participation	Mastery
1	Increase women's access to:					
	- Knowledge and skills related to management	✓	✓	-	-	-
	- Information about the market	✓	✓	-	-	-
	- Capital	✓	✓	-	-	-
	- Building a business group	✓	✓	✓	-	-
2	Increasing women's income and business	✓	✓	-	-	-
3	Organizing women's groups	✓	✓	✓	-	-
4	Workload reduction	✓	✓	-	-	-
5	Increasing women's active participation in business planning	✓	✓	✓	-	-

Source: FGD Results

### **Model of Empowering Poor Women Through Entrepreneurship**

The model for empowering poor women refers to the Pro-poor Capacity Improvement Model (PCIM).<sup>11</sup> Empowerment of women that needs to be done to alleviate poverty in Gadingkulon village based on this PCIM model are:

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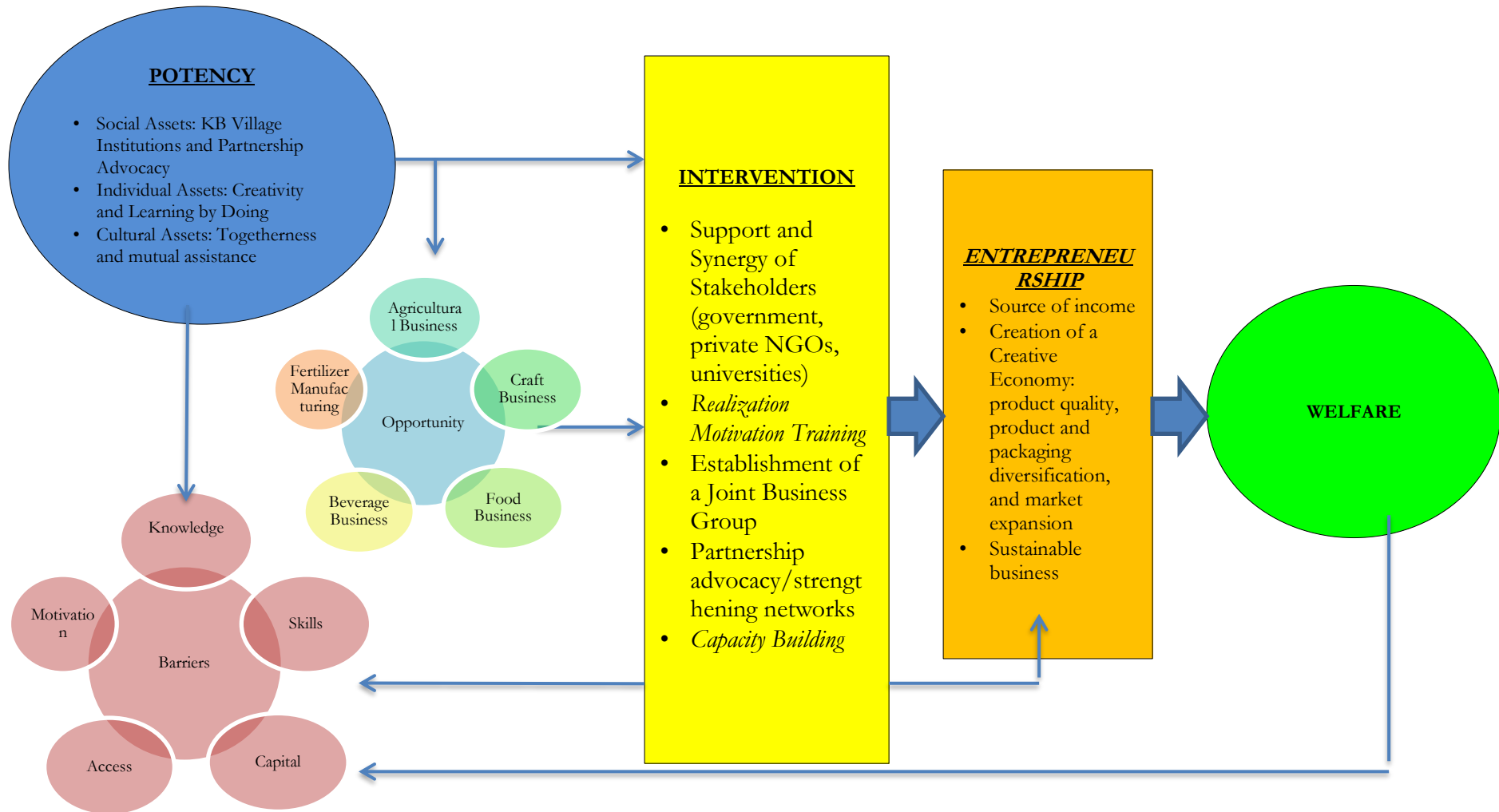
<sup>11</sup> Sri Marwanti dan Ismi Astuti, "Model Pemberdayaan Perempuan Miskin Melalui Pengembangan Kewirausahaan Keluarga Menuju Ekonomi Kreatif Di Kabupaten Karanganyar," *SEPA : Vol. 9 No.1 9*, no. 1 (2012): 134–144.



1. Support and synergy of all stakeholders (government, private sector, NGOs, and universities) are urgently needed to optimize existing opportunities by considering all potentials of poor women and by controlling various opportunities to implement various poverty alleviation programs that prioritize gender equality, the obstacles faced by they face.
2. The existence of Realization Motivation Training for poor women can be used as an intervention medium to deal with various internal obstacles to be able to raise awareness to be empowered with entrepreneurship to improve the family economy and be free from poverty.
3. Forming a joint business group (KUBE) based on the similarity of the type of business, as a learning medium in improving skills that are of the sale value. In addition, as a strategy in price standardization, creating positive competition, and sharing information.
4. Strengthening partnerships/networks between women, groups of women entrepreneurs, and local entrepreneurs. This partnership/network is to expand market access and capital.
5. Capacity building improvement for business groups to foster women's creativity in producing quality products that are in demand by the market. There is diversification in products and packaging.

With the implementation of these various plans and interventions, it is hoped that through increasing self-confidence, creativity, innovation and adaptability to various fluctuations, it will be proven that entrepreneurship will be awakened. As well as being able to carry out flexible management of the business they do with the ultimate goal of being a source of economic income for poor women's families is increasing with sustainable business development.

Pro-poor Capacity Improvement Model (PCIM) for Entrepreneurship-based Poor Women Empowerment in the following figure:



**Figure 2. Pro-poor Capacity Improvement Model (PCIM) in Gadingkolon Village**



Empowerment of poor women is a system that takes place continuously to increase their abilities, skills, and independence from the problem of poverty. Empowerment of poor women can be done through skills development,<sup>12</sup> and innovative training.<sup>13</sup> The implementation of entrepreneurship can carry out family entrepreneurship and social entrepreneurship. Family entrepreneurship is a business that is founded with capital and the majority of supervision is carried out by family members. There are two or more family members who are directly involved in the operation of the business and usually, a family business revolves around productivity, achievement and profit.<sup>14</sup>

A social entrepreneur is a person who understands various social problems by using entrepreneurial abilities to make social changes in the fields of welfare, education, and health.<sup>15</sup> In another sense, social entrepreneurship is the formation of social values arising from cooperation between individuals and other organizations in society that participate in social innovation in economic activities.<sup>16</sup>

## Conclusion

The model for empowering poor women refers to the pro-poor capacity improvement model (PCIM), which consists of several components in the model, namely (1) the synergy of all stakeholders (government, private sector, non-governmental organizations and universities) to implement various gender-responsive poverty alleviation programs ; (2) The existence of Realization Motivation Training to increase awareness of the importance of entrepreneurship (capacity building) to improve the family economy and alleviate poverty; (3) Establish a joint business group based on the type of business and serve as a medium for learning and sharing information to improve skills that are of sale value; (4) Strengthening partnerships/networks between women, groups of women entrepreneurs, and local entrepreneurs. This partnership/network is in the context of expanding market access and capital; (5) Increasing Capacity Building for business groups to foster women's creativity in producing quality products that are attractive to the market, as well as diversification in products and packaging.

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<sup>12</sup> Institute Research on Poverty, "Which Families Are Poor and Why?" (2016): 1-3. <https://www.ird.wisc.edu/publications/factsheets/pdfs/FactSheet11-PoorFamilies.pdf>

<sup>13</sup> Bipasha Baruah, "Women on Wheels: Empowering Women through an Innovative Training and Employment Programme," *Development in Practice* 27, no. 2 (2017): 181-195, <http://dx.doi.org/10.1080/09614524.2017.1275527>.

<sup>14</sup> Peggy A. Lambing & Charles R. Kuehl, *Entrepreneurship* (Upper Saddle River: Prentice Hall, 2007).

<sup>15</sup> Wendy Cukier and Susan Trenholm, "Social Entrepreneurship: A Content Analysis," *Innovation and Sustainability* 7, no. 1 (2011): 99-119.

<sup>16</sup> Lars Hulgård, "Discourses of Social Entrepreneurship-Variations of the Same Theme?," *EMES European Research Network* (2010).

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