



Economic Empowerment Of Women In Kalideres Through Creative Home Industry Using Traditional Cakes

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ABSTRACT

Economic empowerment of women through the traditional cake-making home industry is an effective way to increase women's economic independence and promote traditional cultural heritage. This study aims to find out what strategies are used by home industries in making traditional cakes and in managing their business to maintain quality and the selling value of its products in the point market. In addition, this research also aims to improve the economy of these creative home industry players. The method used in this study is a qualitative method and observation in which the subject is the owner of this traditional cake-making home industry, as well as observations on where the creative home industry takes place. While the data that has been obtained and explained qualitatively and in the results of observations show that with training and development of business principles, traditional cake-making home industries can develop businesses that can improve the economy of the home industry players, most of whom are women.

Keywords: *Economic empowerment of women, home industries, strategies.*

ABSTRAK

Pemberdayaan ekonomi perempuan melalui industri rumahan pembuatan kue tradisional merupakan salah satu cara efektif untuk meningkatkan kemandirian ekonomi perempuan sekaligus melestarikan warisan budaya tradisional. Penelitian ini bertujuan untuk mengetahui strategi yang digunakan oleh industri rumahan dalam proses pembuatan kue tradisional dan pengelolaan usaha untuk menjaga kualitas serta nilai jual produk di pasar lokal. Selain itu, penelitian ini juga bertujuan untuk meningkatkan perekonomian para pelaku industri kreatif rumahan tersebut. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan teknik observasi, di mana subjek penelitian adalah pemilik industri rumahan pembuat kue tradisional, serta lokasi tempat berlangsungnya kegiatan industri kreatif tersebut. Data yang diperoleh dianalisis secara kualitatif, dan hasil observasi menunjukkan bahwa melalui pelatihan serta pengembangan prinsip-prinsip kewirausahaan, industri rumahan pembuat kue tradisional dapat mengembangkan usaha yang mampu meningkatkan perekonomian para pelakunya, yang sebagian besar adalah perempuan.

Kata kunci: *pemberdayaan ekonomi perempuan, industri rumahan, strategi.*

INTRODUCTION

In Indonesia, the female population constitutes a significant portion of the nation's demographic structure, representing an immense yet often underutilized source of human capital. Despite this potential, a large number of women across the country remain economically inactive and are not directly involved in income-generating activities. Many Indonesian women, especially in rural and suburban areas, primarily assume the role of housewives whose daily routines revolve around managing household responsibilities, caring for children, and supporting their families in non-financial ways. While these domestic roles are crucial to the social and emotional stability of the household, they often limit women's opportunities to participate in productive economic activities that could contribute both to their personal financial independence and to broader economic development.

Recognizing the large proportion of women who are not yet integrated into the formal or informal workforce, there is a pressing need to design strategies that promote their inclusion in economic activities. Women's empowerment is not merely a social agenda but an essential economic strategy for national development. Engaging women in productive sectors can significantly enhance household income, reduce poverty rates, and stimulate local economies. In particular, the involvement of women in small-scale home industries offers a sustainable model for empowerment that aligns with their domestic roles while still allowing them to contribute meaningfully to the economy. One promising avenue for this empowerment is the traditional cake-making home industry, which combines cultural preservation with entrepreneurship. This sector enables women to utilize their culinary skills, often inherited through generations, to create marketable products that maintain Indonesia's rich culinary heritage.

Furthermore, empowering women through home-based industries such as traditional cake-making does not only address economic issues but also strengthens community ties and fosters social inclusion. Women working within such industries often build informal networks of cooperation, sharing knowledge, recipes, and marketing strategies. These networks form the backbone of local micro-economies, allowing communities to thrive collectively. From an economic perspective, even small-scale income generated from home industries can substantially improve the welfare of families, especially in lower-income groups. The financial independence that comes from such activities enhances women's self-esteem, decision-making power, and social status within the household and community.

To achieve these goals, capacity-building initiatives such as entrepreneurship training, financial literacy programs, and digital marketing workshops are crucial.

These programs help women develop essential business management skills, understand market demands, and innovate their products to meet modern consumer preferences. Moreover, government and institutional support—through access to microfinance, business permits, and cooperative platforms—plays an instrumental role in ensuring the sustainability of these home industries. When combined with strong community engagement, these efforts can transform traditional, small-scale activities into dynamic economic engines that drive inclusive growth.

The position of women will increase only when women can be independent and able to master decisions related to their lives. Empowering women has many positive impacts on country development (Ginting, et.al., 2020). In the second study conducted by Fatansyah (2020) women's empowerment is also defined as a process of awareness and capacity building for greater participation such as power, supervision, and decision-making as well as transformational actions that lead to the realization of greater equality between women and men. Furthermore, in the third study conducted by Hagawaomasi (2020) said women's empowerment is an attempt to reallocate power through changing the social structure. One of the actions included in women's empowerment is economic empowerment.

Women's economic empowerment is one of the big steps in women's empowerment. Empowering women through economic development is an activity that is also carried out by Kalideres residents. In the economic development of women, there are usually several factors, as in research conducted by Widiasti (2017) it was found that in economic development, women are influenced by several factors, including internal factors that are influenced by opportunities, responsible and creative leaders, and loyalty. workforce, the availability of facilities and infrastructure as well as the availability of business capital. As for the external factors that facilitate economic empowerment by women, these are economic improvements, the creation of government regulations regarding the creative economy and increased people's purchasing power.

In developing the women's economy, special and targeted strategies are essential to ensure that empowerment programs and economic development initiatives can run effectively and sustainably. As explained by Supeni et al. (2011), strategies for empowering women are crucial in overcoming various challenges such as the rise of market competition, the proliferation of similar products, and the decline in consumer purchasing power. Women's economic empowerment, therefore, must not only focus on increasing access to capital or employment but also on enhancing women's capabilities, entrepreneurial resilience, and social support systems. Economic empowerment involves providing women with the

skills, knowledge, and confidence to make strategic life choices in a context where such ability was previously denied (Kabeer, 1999). In this sense, empowerment is both an individual and structural process aimed at transforming economic and social inequalities.

One of the major challenges in women's economic development is limited access to resources such as education, financial services, and market networks. According to the World Bank (2022), women-owned businesses often face greater barriers in accessing credit and formal financial systems, which hinders their ability to grow and compete in the market. To address this issue, empowerment strategies should include financial literacy programs, mentoring, and microfinance initiatives that are gender-sensitive and inclusive (Mayoux, 2005). Additionally, creating community-based cooperatives can foster collective economic strength among women, helping them overcome market barriers and achieve better bargaining positions (Sударsono & Wulandari, 2018).

Moreover, cultural and social constraints often limit women's participation in the formal economy. In many developing countries, including Indonesia, women's economic roles are often undervalued and confined to informal or domestic sectors (UN Women, 2020). Therefore, empowerment programs must be designed not only from an economic perspective but also from a socio-cultural standpoint that promotes gender equality, shifts traditional gender norms, and encourages shared household responsibilities. Education and training play an essential role in this regard. By improving women's education and vocational skills, governments and institutions can enhance their employability and entrepreneurial potential, ultimately contributing to national economic growth (Adewale et al., 2019).

Furthermore, technology can act as a catalyst in accelerating women's economic empowerment. The rise of digital platforms and social media enables women entrepreneurs to access new markets, promote their products, and build business networks more efficiently (OECD, 2021). Digital literacy and e-commerce training have become key instruments in equipping women to compete in the digital economy. As a result, integrating technology-based solutions into empowerment programs can significantly increase their effectiveness and sustainability.

Meanwhile, in research conducted by Haryanto (2021), strategies in women's economic development can also be implemented through structured training programs that enhance women's skills and competencies, thereby strengthening their capacity for economic empowerment. Skill development training serves as a

Economic Empowerment of Women In Kalideres Through Creative Home Industry Using Traditional Cakes

bridge between education and practical economic participation, equipping women with the knowledge, technical expertise, and entrepreneurial mindset needed to compete in today's labor markets. As emphasized by the International Labour Organization (ILO, 2019), training and lifelong learning opportunities for women not only improve employability but also contribute significantly to productivity, innovation, and inclusive economic growth. Women's empowerment through education and skill development is therefore a vital step toward reducing gender disparities in employment and income generation.

Training programs that are designed specifically for women must focus on both hard and soft skills. Hard skills include technical knowledge related to specific industries—such as culinary arts, crafts, digital marketing, and small business management—while soft skills encompass leadership, communication, teamwork, and financial literacy (UNESCO, 2020). These skills collectively foster self-reliance and entrepreneurial initiative among women. For instance, continued education through expert-led vocational courses and certified training institutions helps women acquire industry-recognized competencies, which can open pathways to better job opportunities and entrepreneurial ventures (Haryanto, 2021). In this regard, training becomes a sustainable empowerment mechanism that not only increases income but also elevates women's confidence, decision-making power, and social status within their families and communities (Kabeer, 2012).

Moreover, the success of training programs depends on their alignment with local economic contexts and market demands. As highlighted by Naila Kabeer and Natali (2013), empowerment interventions must be context-sensitive and responsive to women's diverse socio-economic backgrounds. For example, in rural Indonesia, training focused on agricultural processing, handicrafts, and microenterprise management has proven effective in improving women's livelihoods (Suryani & Lestari, 2019). Similarly, integrating digital literacy and entrepreneurship education into training curricula allows women to adapt to the demands of the Fourth Industrial Revolution and participate more actively in e-commerce and digital businesses (OECD, 2021).

In addition, collaboration between government institutions, non-governmental organizations (NGOs), and the private sector plays an important role in sustaining women's training initiatives. Partnerships with local industry actors can ensure that training programs are relevant, practical, and linked to employment opportunities. According to the World Bank (2022), inclusive vocational education and training systems can significantly enhance labor market outcomes for women, particularly when combined with mentoring and access to finance. Furthermore, providing continuous mentoring after training helps

women transition from learning to actual practice, ensuring that their new skills translate into economic independence and social empowerment (Mayoux, 2005).

The training included in the empowerment strategy is expected to shape and develop the creative spirit of women. Creativity in the creative economy is something that is very valuable. The creative economy can be used to maintain businesses that are owned by innovating and creating products that are marketed. At least the products produced have distinctive characteristics that consumers can remember when visiting a particular area or city (Fadhilla, 2021). In further research conducted by Yudistira, et.al., (2020) said the available opportunities will also have a positive impact on empowering women through economic development. The more opportunities there are to open creative industry businesses, the more women can be empowered for that.

This study will discuss the empowerment of women through economic development carried out in one of the sub-districts in West Jakarta, namely Kalideres District. Kalideres is a sub-district in the Administrative City of West Jakarta, Special Capital Region of Jakarta, Indonesia. This sub-district is bordered by Penjaringan District, North Jakarta and Kosambi District, Tangerang on the North, Batuceper District, Tangerang on the West, Cengkareng District, West Jakarta on the East and South, and Cipondoh District, Tangerang on the South.

According to data from the Central Statistics Agency, in 2020 the female population in Kalideres has reached 39,376 people. Most of the adult married women in this sub-district do not work or are only housewives. Therefore, women's empowerment was held through economic development in this sub-district. The economic development carried out in the Kalideres sub-district is with creative industrial houses in making traditional cakes.

In this research, the theme of women's empowerment through the creative economy of making traditional cakes is taken, in addition to focusing on empowering women through creative economy programs, this program is also expected to be able to introduce and preserve Betawi specialties. The reason the researcher chose the subject of women's economic empowerment through the creative home industry of making traditional cakes is because women's empowerment is very important. Given the large number of women who do not have an income in Indonesia, the researchers are trying to empower women through home creative industries. Not only that, through the creative industry of making traditional cakes, Betawi specialties can also be preserved.

Based on the description above, the formulation of the problem defined in

Economic Empowerment of Women In Kalideres Through Creative Home Industry Using Traditional Cakes
this study is What are the strategies for empowering women through creative home activities. What are the obstacles in empowering women through creative houses. Therefore, this study aims to develop strategies for empowering women through the creative economy industry, knowing what obstacles are faced in empowering women's economy.

From the description of the previous researchers, it can be concluded that there are similarities with the research that will be conducted by researchers, namely regarding women's economic empowerment. However, there is a difference between this study and previous researchers, namely empowerment in research through creative home industries by making traditional cakes to increase the income of housewives in Kalideres District as well as to preserve traditional cakes, especially Betawi specialties.

THEORETICAL FRAMEWORK

This study is grounded in the theory of empowerment as articulated by Sumaryadi (2005), who defines empowerment as an effort to prepare communities while simultaneously taking steps to strengthen local institutions, thereby enabling people to achieve progress, independence, and prosperity within a sustainable and socially just environment. Empowerment, in this sense, is not merely a policy instrument or developmental tool, but a transformative process that allows individuals and communities to become active agents of change in shaping their economic and social realities. Similarly, Eddy Papilaya, as cited in Zubaedi (2007), emphasizes that empowerment entails building community capacity through a process of encouragement, motivation, and awareness-raising. This process involves helping individuals recognize their latent potential and subsequently develop that potential into concrete, productive actions. Thus, empowerment is both a psychological and structural process—psychological in that it instills self-efficacy and confidence, and structural in that it strengthens community organizations and social systems.

The empowerment framework resonates strongly with the principles of *people-centered development*, which prioritize participation, inclusion, and local capacity building. According to Chambers (1997), true empowerment occurs when communities have control over decisions and resources that directly affect their lives. Empowerment therefore becomes a fundamental prerequisite for sustainable economic development, especially in the context of marginalized groups such as women and rural populations who have historically been excluded from formal economic systems. By equipping communities with resources, skills, and institutional support, empowerment fosters both individual and collective self-reliance (Kabeer, 1999).

From an economic perspective, empowerment also contributes to social equity and inclusive growth. Amartya Sen's (1999) *capability approach* supports this view by arguing that development should be understood as the process of expanding individuals' freedoms and capabilities to lead lives they value. In this sense, empowerment is not limited to providing economic opportunities, but extends to creating the conditions that enable people to fully participate in and benefit from development processes. The integration of empowerment into economic planning thus helps ensure that development outcomes are equitable, participatory, and sustainable.

In the context of economic development, Karl Seidman (2005) defines it as a process of creating and utilizing physical, financial, human, and social assets to produce economic prosperity and an improved quality of life. Importantly, Seidman emphasizes that true economic development involves the equitable distribution of benefits across communities or regions. This concept underlines the idea that development should not be concentrated in a few sectors or locations, but rather shared broadly to ensure inclusive progress. Economic development, therefore, must integrate both growth and equity dimensions.

The World Bank (2020) further conceptualizes economic development as a multidimensional process encompassing structural transformation, job creation, human capital improvement, and institutional strengthening. This implies that development should not only be measured by economic output (such as GDP) but also by the quality of life and opportunities available to citizens. Similarly, Todaro and Smith (2015) argue that sustainable economic development requires the enhancement of people's living standards, reduction of inequality, and promotion of social inclusion. These views align with Seidman's framework, where development is achieved through strategic mobilization of resources combined with empowerment and participation at the community level.

In this regard, community-based economic development (CBED) emerges as an essential model that integrates empowerment and local economic growth. According to Shaffer, Deller, and Marcouiller (2006), CBED focuses on building community assets and capacities through participatory processes that emphasize local control, self-sufficiency, and collective action. Empowerment, when coupled with CBED principles, ensures that communities are not merely recipients of development aid but active architects of their own progress.

The concept of strategy has long been associated with warfare and leadership, originating from the Greek word *strategos* (from *stratos* meaning army and *ago* meaning to lead), which refers to the art of a general in directing armies

Economic Empowerment of Women In Kalideres Through Creative Home Industry Using Traditional Cakes to achieve victory. In its modern adaptation, strategy refers to a deliberate plan or a set of actions aimed at achieving long-term objectives. Clausewitz (1976) famously defined strategy as “the use of engagements for the purpose of the war,” emphasizing the systematic coordination of resources and actions toward a desired goal.

In the context of economic and community development, strategy refers to an organized, long-term plan designed to achieve prosperity and resilience. Porter (1996) interprets strategy as the creation of a unique and valuable position involving a different set of activities. Applying this to empowerment and economic development, a strategy must involve creative and context-specific interventions that build on local strengths and opportunities. Effective strategies for community empowerment often include training, entrepreneurship development, policy reform, and access to finance (World Bank, 2022).

Furthermore, Mintzberg (1994) distinguishes between deliberate and emergent strategies, suggesting that effective development plans often evolve through learning and adaptation. In community empowerment, emergent strategies are particularly important because they allow for flexibility and responsiveness to local needs and changes in socio-economic conditions. This dynamic approach ensures that empowerment and development efforts remain relevant and sustainable over time.

The next theoretical component relates to the concept of the *creative industry*, which John Howkins (2001) describes as an economic activity in which both input and output take the form of ideas. This perspective marks a shift from resource-based economies to knowledge- and creativity-based economies. According to the Ministry of Trade of the Republic of Indonesia (2007), the creative industry is defined as an industry that originates from the utilization of individual creativity, skill, and talent to create prosperity and employment through the generation and empowerment of intellectual and creative capacity.

The creative industry has become one of the most dynamic sectors in the global economy. UNESCO (2013) reports that creative industries contribute significantly to GDP, employment, and export growth in many countries, while also promoting cultural diversity and innovation. In Indonesia, the creative economy has been identified as a strategic sector for national development, encompassing areas such as fashion, crafts, film, music, design, and digital media (Badan Ekonomi Kreatif Indonesia [BEKRAF], 2019).

From the perspective of empowerment, the creative industry offers a unique platform for individuals—particularly women and youth—to transform

creativity into economic value. Through the development of creative skills, entrepreneurship, and digital literacy, individuals can build sustainable livelihoods that are independent and resilient. Flew and Cunningham (2010) argue that the creative economy empowers individuals by democratizing production and allowing creative talent to reach global audiences through digital platforms.

Moreover, the creative industry fosters *inclusive innovation*, where economic participation is not limited to those with large capital or advanced technology but is open to those with creative ideas and cultural capital. This inclusivity aligns with empowerment theory, which emphasizes capacity building and participation as key elements of development. Training and mentorship programs within the creative industry—such as those focusing on design thinking, digital marketing, and creative entrepreneurship—can significantly enhance individuals' capabilities and market access (UNCTAD, 2021).

In many developing countries, creative industries have also become tools for community regeneration and cultural preservation. For instance, in Indonesia, the batik and traditional handicraft industries have not only generated income for local artisans but have also helped preserve cultural heritage and promote national identity (Hidayat & Santoso, 2020). These initiatives exemplify how creativity and empowerment intersect to achieve both economic and socio-cultural sustainability.

Integrating empowerment, strategic planning, and the creative economy forms a holistic approach to sustainable development. Empowerment provides the foundation by building human capacity and institutional strength. Strategy serves as the framework for coordinating actions and resources toward long-term goals. Meanwhile, the creative industry acts as a practical vehicle for applying empowerment in economically productive ways.

This integration reflects the sustainable development paradigm advocated by the United Nations (2015), particularly Sustainable Development Goal (SDG) 8, which calls for “promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.” Empowering communities through creative industries contributes directly to this goal by generating employment, enhancing innovation, and fostering inclusive participation in the economy.

Furthermore, the synergy between empowerment and creativity encourages *resilient economies*. During the COVID-19 pandemic, for example, many small

Economic Empowerment of Women In Kalideres Through Creative Home Industry Using Traditional Cakes

creative entrepreneurs adapted by moving their businesses online, demonstrating the adaptability and resilience fostered by creative empowerment (UNDP, 2021). Such adaptability is a direct result of empowerment processes that instill confidence, problem-solving skills, and innovation among individuals.

To sustain this synergy, governments and policymakers must design strategic frameworks that support creative industries through education, infrastructure, access to finance, and market development. Public-private partnerships and community-based training centers can also play a crucial role in ensuring that empowerment initiatives reach marginalized populations. By aligning empowerment theories with creative industry practices and strategic development planning, nations can cultivate inclusive and dynamic economies capable of withstanding global challenges.

RESEARCH METHOD

Based on the description above, the research method used is qualitative in nature with interview and observation methods. Sugiyono (2016: 194) states that interviews are a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be studied, and also if the researcher wants to know things from respondents that are more in-depth. Likewise in this study, where interviews were conducted with research subjects, namely Mrs. Sumarsih as a pioneer of creative industry houses. In order to get answers to questions related to the material. Regarding the strategy for starting a creative home industry.

Furthermore, the research method uses observation, according to Sugiyono (2018: 229) observation is a data collection technique that has more specific characteristics when compared to other techniques, observation is not focused only on humans, but can also go through surrounding objects. As in this study, observations were made to observe whether the answers obtained from the research subjects were appropriate and the existing objects supported the answers from the research subjects. Kamal's creative home industry is a platform formed by a person named Nafsiah that is used to empower women in the Kalideres sub-district through making traditional cakes.

RESULT AND DISCUSSION

The creative home industry development training conducted for women in Kalideres, West Jakarta, serves as an important mechanism for promoting women's empowerment and economic development through skill enhancement and entrepreneurship. In the modern economy, women's participation in small-scale creative industries has become a vital component of inclusive growth and

community development. The training initiatives conducted in Kalideres are designed to strengthen women's technical competencies and entrepreneurial capabilities, providing them with the tools to improve their livelihoods and contribute meaningfully to the local economy. According to the International Labour Organization (ILO, 2019), skill development programs that target women play a crucial role in reducing gender inequalities, enhancing employability, and fostering self-reliance.

Through these training programs, women participants acquire essential technical knowledge and practical skills related to the creative home industry. Specifically, participants are trained in cake-making techniques, ingredient selection, and product innovation. However, the training extends beyond technical skill acquisition; it also emphasizes creativity, design, and innovation as drivers of product differentiation. In today's competitive market, product innovation is critical to sustaining small-scale enterprises (Porter, 1996). By integrating creativity into production, women entrepreneurs can transform traditional practices into competitive business ventures that reflect both local identity and contemporary consumer demands (Howkins, 2001; UNCTAD, 2021).

Training in the creative home industry is structured to enhance both *technical* and *managerial* competencies. On the technical side, women are introduced to modern baking tools, packaging methods, hygiene standards, and quality assurance practices. These elements are essential for maintaining consistency and meeting customer expectations. On the managerial side, participants receive training on fundamental business principles, including financial literacy, marketing, and business planning. According to Kabeer (2012), empowerment is achieved when individuals gain control over economic decisions and resources. Thus, equipping women with entrepreneurial knowledge ensures that they are not merely skilled workers but capable business owners who can independently manage, sustain, and grow their enterprises.

Moreover, the training includes modules on business planning and budgeting, enabling participants to manage production costs and maximize profits. Understanding financial management empowers women to make informed decisions regarding pricing, reinvestment, and market expansion. As noted by the World Bank (2020), access to financial literacy is a key determinant of successful entrepreneurship, particularly among women-led small and medium enterprises (SMEs). Additionally, marketing and branding strategies are emphasized to help participants identify target markets, build customer loyalty, and adapt to shifting consumer preferences.

The creative home industry training fosters an environment that stimulates creativity and innovation among participants. According to Florida (2002), creativity is the most valuable economic resource in the knowledge-based economy, and communities that nurture creativity tend to experience greater levels of innovation and growth. In the training setting, women are encouraged to think beyond conventional methods, experiment with new recipes, and combine traditional ingredients with modern presentation techniques. This process not only improves product diversity but also strengthens the cultural identity of local products, making them attractive to broader markets.

Interaction with instructors and fellow participants creates a dynamic learning ecosystem. The exchange of ideas and peer learning foster collaboration and innovation. In this regard, the training functions as a *community of practice* (Wenger, 1998), where participants collectively solve problems, share experiences, and generate creative solutions. Such collaborative learning models are particularly effective in women's empowerment programs, as they combine skill development with social support and confidence building (Chant & Sweetman, 2012).

Beyond individual capacity-building, the training also serves as a platform for establishing networks and partnerships. Networking is essential for small-scale entrepreneurs because it enables access to markets, suppliers, and institutional support (Aldrich & Zimmer, 1986). Participants in the Kalideres training program have the opportunity to interact with fellow business owners, suppliers of raw materials, and potential buyers. They also engage with stakeholders such as local cooperatives, microfinance institutions, and local government agencies.

These connections facilitate collaboration and knowledge exchange, strengthening participants' access to both formal and informal support systems. Networking also promotes collective entrepreneurship, where women can pool resources, share production facilities, and participate in joint marketing initiatives. As observed by Mayoux (2005), social capital derived from networking enhances women's economic empowerment by expanding their access to information, credit, and business opportunities.

The establishment of cooperative groups within the creative home industry ecosystem can further institutionalize collaboration. Such cooperatives allow members to purchase raw materials in bulk at lower costs, engage in joint promotion, and negotiate better market prices. This model has been successfully applied in other parts of Indonesia and Southeast Asia, where women's cooperatives have contributed significantly to local economic resilience (Sudarsono & Wulandari, 2018).

The empowerment process is not only economic but also psychological. Training programs provide women with confidence, self-esteem, and a sense of agency. According to Zimmerman (2000), psychological empowerment refers to individuals' perceptions of control, competence, and the ability to influence outcomes that affect their lives. Women in Kalideres who undergo training report increased confidence in managing their businesses, interacting with customers, and making independent decisions. This transformation is crucial because empowerment at the psychological level often precedes empowerment at the structural level.

Through exposure to new knowledge and successful role models, participants begin to see themselves as capable entrepreneurs rather than dependents. This shift in self-perception encourages proactive behavior, innovation, and persistence in facing business challenges. As Bandura's (1997) social cognitive theory asserts, self-efficacy—or the belief in one's ability to succeed—is a critical factor in determining motivation and performance. Therefore, training programs that enhance self-efficacy contribute significantly to women's long-term empowerment and entrepreneurial success.

A key outcome of creative home industry development training is increased competitiveness. By improving product quality, design, and branding, women entrepreneurs gain a stronger position in the market. Porter's (1985) theory of competitive advantage explains that businesses achieve success by differentiating their products and creating value that is difficult for competitors to replicate. For women in Kalideres, mastering quality standards and innovative designs allows their products—such as cakes and confectionery—to compete not only locally but potentially in wider markets through digital platforms.

Furthermore, digital marketing training has become an integral part of these programs. With Indonesia's rapid digital transformation, online marketplaces and social media have become essential tools for small business promotion (OECD, 2021). Women entrepreneurs who understand digital marketing strategies can reach customers beyond their immediate communities, thus expanding their market reach and improving business sustainability.

Training participants are also taught to adapt to changing market trends, such as the growing demand for healthy and eco-friendly products. Integrating sustainability principles—such as reducing waste and using locally sourced ingredients—can further enhance competitiveness while supporting environmental goals (UNESCO, 2020).

The creative home industry training in Kalideres contributes to broader socioeconomic development goals. By promoting women's economic participation, the program supports the achievement of several United Nations Sustainable Development Goals (SDGs), particularly Goal 5 (Gender Equality), Goal 8 (Decent Work and Economic Growth), and Goal 9 (Industry, Innovation, and Infrastructure). Empowering women entrepreneurs helps reduce household poverty, increases family income, and stimulates local economic activity (United Nations, 2015).

Moreover, women's empowerment has a multiplier effect. Research by Duflo (2012) shows that when women gain economic power, they invest more in their children's education and health, thereby improving intergenerational welfare. In the Kalideres context, empowered women not only benefit themselves but also contribute to the well-being of their families and communities.

The sustainability of such empowerment initiatives depends on continued institutional support and policy alignment. Local governments can play a key role by providing access to microcredit, facilitating market linkages, and promoting gender-sensitive business policies. Partnerships with NGOs, universities, and the private sector can further strengthen program implementation and evaluation.

From the discussion above, it shows that creative home industry development training has significant effectiveness in helping business people to improve skills and knowledge. The strategy in developing the creative home industry is also to maintain quality in the market which is one of the key factors in the success of starting this creative home industry.

From the results of research that has been carried out strategies that can be used to maintain quality in the market are:

1. Having strict quality standards is the first step to maintaining quality in the market. Establishing clear and specific quality parameters for the products offered will ensure that each product manufactured or supplied meets the set standards.
2. Selection of high quality raw materials is an important strategy in maintaining quality in the market. By using good raw materials, the resulting product will also have better quality. Business people must establish partnerships with reliable raw material suppliers and ensure that the raw materials used meet the set standards.
3. Implementing a controlled production process is an important step in maintaining quality in the market. Adopting good manufacturing practices, such as strict quality control, regular production monitoring,

and good equipment maintenance, will help minimize production errors and ensure consistent quality.

4. Involving customers in the product development process and obtaining feedback from them is an effective strategy for maintaining quality in the market. By paying attention to customer input, companies can better understand their needs and expectations, and make product improvements or adjustments according to market needs.
5. Implementing a quality management system, such as checking by creative home industry managers or other quality management systems, can help maintain quality in the market. A good quality management system will ensure that business processes are carried out in a structured manner and in accordance with established quality standards, and encourage continuous improvement.
6. Market monitoring and competition analysis are important strategies in maintaining quality in the market. Through careful monitoring of industry trends, competitors' product developments, and customer feedback, companies can identify opportunities for improvement and innovation that can improve the quality of the products or services offered.
7. Investment in employee training and development is an important factor in maintaining quality in the market. Through extensive training advanced, employees will have the necessary skills and knowledge to maintain product or service quality, as well as adopt best practices that support quality improvement.
8. Risk management and product safety are important aspects in maintaining quality in the market. Companies must carry out periodic risk evaluations and take steps to prevent quality problems that could harm customers or damage business reputation.

By implementing these strategies, companies can maintain the quality of their products or services in the market. It is important to understand that maintaining quality is a continuous process and requires commitment from all parties involved in the company.

CONCLUSION

In developing the women's economy through the creative home industry for making traditional digital drive cakes, training is needed in its development. The training does not only focus on technical training such as training in cake making and training in selecting quality cake ingredients. However, training is also conducted in understanding relevant business principles. These women in the traditional cake home industry are scarred by learning financial management, business planning, marketing and product development strategies. This is done to

Economic Empowerment of Women In Kalideres Through Creative Home Industry Using Traditional Cakes help traditional cake creative industry players in Kalideres manage their businesses more efficiently and sustainably.

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