

# Advances in Community Services Research

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## Empowerment of Family Welfare Empowerment Groups Through Local Potential-Based Entrepreneurship Training



Muhammad Fadhil <sup>✉</sup> Fifi Nurafifah Ibrahim <sup>2</sup> Mutmainna <sup>3</sup> Putri Salsabila <sup>4</sup>

<sup>✉</sup> Universitas Muslim Indonesia, Makassar, Indoonesia  
<sup>2,3,4</sup> Universitas Muslim Indonesia, Makassar, Indoonesia

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Corresponding author. Muhammad Fadhil  
<sup>✉</sup> [muhammad.fadhil@umi.ac.id](mailto:muhammad.fadhil@umi.ac.id)

ABSTRACT	
<b>Keywords:</b> group empowerment; family welfare; entrepreneurship; training; local potencial	<b>Purpose:</b> This study aims to improve the entrepreneurial capacity of PKK mothers in Padang Lampe Village through training based on local potential, encourage the use of village resources for independent business development, and strengthen the family economy.
<b>Conflict of Interest Statement:</b> The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.	<b>Research Design and Methodology:</b> The research used a descriptive-qualitative approach with participatory methods, involving Family Welfare Empowerment (PKK) mothers as the main participants, along with the village government and local stakeholders. The activity lasted three months, spanning the stages of preparation, training, mentoring, and evaluation. Data was collected through observation, interviews, documentation, and product evaluation.
<b>Copyright © 2023 The Author(s). All rights reserved.</b>	<b>Findings and Discussion:</b> The study's results show that local, potential-based entrepreneurship training can improve participants' knowledge, production skills, and packaging skills. Participants can recognize the potential of their villages and turn it into products of economic value, while also demonstrating increased motivation, collaboration, and readiness to form new businesses. This program also produced an Entrepreneurship Module that can be used as a sustainable guide.
	<b>Implications:</b> This activity strengthens the village entrepreneurship ecosystem by increasing women's capacity, leveraging local potential, and providing institutional support to villages. This program can be used as an implementable model for community empowerment based on local resources in other regions.

## Introduction

Community empowerment in rural areas is one of the most essential strategies for improving socio-economic welfare, particularly in supporting family economic resilience. Padang Lampe Village, located in Ma'rang Subdistrict, Pangkajene and Islands Regency (Pangkep), South Sulawesi, is a coastal village with abundant natural resources, including fisheries, agriculture, and traditional processed foods. According to data from the Central Statistics Agency of Pangkep Regency, the population in 2023 reached 357,846, of whom 50.90% were women (BPS Kabupaten Pangkep, 2024). This data reflects the significant potential contribution of women, especially the PKK mothers' group, in rural economic development. At the same time, several development indicators show positive progress, such as a decrease in the poverty rate from 13.40% (2023) to 12.41% (2024), or around 3,100 people who have successfully escaped poverty. The open unemployment rate also fell from 5.05% (2023) to 3.98% (2024), with a significant decline among women from 4.63% to 2.77%. However, despite these

encouraging figures, the Gender Development Index (GDI) for Pangkep Regency in 2024 remains at 91.53 (Pangkep Regency PKK Movement Team, 2023), indicating that the gap in access between men and women, particularly in terms of economic access and entrepreneurial education, remains a crucial issue.

Initial observations and interviews with PKK officials in Padang Lampe Village revealed that most PKK members do not yet have adequate entrepreneurial skills to develop the village's enormous potential. The main problems include low technical production skills, limited understanding of local material processing, basic business management, and limited marketing and packaging skills to make products attractive and competitive. In fact, data from the Pangkep Regency Village Community Empowerment Office shows that there were more than 3,200 MSMEs in 2023, most of which were in the informal sector, with a significant proportion of the entrepreneurs being rural women (Ministry of Villages, Disadvantaged Regions, and Transmigration of the Republic of Indonesia, 2021; Pangkep Regency PKK Activation Team, 2023). In addition, the success of the stunting reduction program, which reached 10 percent in 2023 through 86 Nutrition Houses spread across 103 villages or sub-districts, proves that the role of PKK mothers in village empowerment activities is very strategic and has a real impact (Pangkep Regency PKK Activation Team, 2023). Therefore, local potential-based entrepreneurship training is urgently needed to increase production capacity, economic independence, and the competitiveness of village products in local and regional markets. This program is also in line with the Sustainable Development Goals (SDGs), particularly point five on gender equality and eight on decent economic growth, as well as in harmony with the implementation of the Tri Dharma Perguruan Tinggi (Three Pillars of Higher Education) in the context of community service.

Scientific studies in recent years have shown that empowering rural women through entrepreneurship training based on local potential is a practical approach to improving family welfare and community economy. Various studies have demonstrated the effectiveness of this approach. Rapii & Wahdatussopia (2020) identified key success indicators, including participant cooperation, knowledge acquisition, skill development, and income improvement. Fujiani et al. (2019) describe the empowerment process as comprising three stages: awareness-raising, transformation through training, and capacity building towards economic independence. This training generally includes practical skills development, business planning, and utilization of local resources. In line with this, Paramita et al. (2018) show how communities can transform local agricultural products into high-value commodities, thereby opening up new entrepreneurial opportunities. Empowering Family Welfare Empowerment Groups through locally tailored entrepreneurial training is a strategic approach to improving family economic welfare by targeting skills development and community capacity building. These findings align with Jufri et al. (2023), who emphasize the importance of training in building the motivation of small business actors, increasing market access, and enhancing the ability to adapt to the dynamics of the business environment. Safrida (2022) shows that entrepreneurship programs can overcome fundamental problems such as a lack of capital, production constraints, and suboptimal government support. Key strategies identified include participatory training methods, development of local craft production skills, strengthening motivation, and increasing market access. Hanifa et al. (2021) noted that entrepreneurship training improves basic business skills, individual and group income, and family economic independence, while Sitepu et al. (2023) confirmed improvements in families' financial conditions and participants' personal satisfaction. This thinking is reinforced by Rochman & Anwar (2024), who found that PKK groups were able to improve the quality of the local economy through participatory training, and Aziz & Shohib (2024), who showed that women who are literate in social media can be trained to market traditional crafts and food, thereby expanding their economic opportunities.

Although previous studies have consistently shown the effectiveness of local potential-based entrepreneurship training in improving women's economic capacity, there remains a significant research gap in applying this approach in specific empirical contexts, such as PKK groups in coastal villages. Most studies only highlight a single aspect of empowerment, such as improving production skills or market access, without integrating all the critical components, such as entrepreneurial knowledge, local potential-based processing techniques, product packaging quality, and the use of digital marketing. In fact, field findings show that the problems faced by PKK mothers are

multidimensional and interrelated, ranging from limited basic business knowledge, lack of production technology skills, suboptimal packaging quality, to weak conventional and digital marketing strategies. Thus, previous studies have not fully addressed more complex and comprehensive empirical needs. In addition, there is a theoretical gap in the lack of research linking rural women's empowerment to family economic development through integrated training interventions tailored to the socio-economic characteristics of coastal communities. Various studies have acknowledged that entrepreneurship training can increase income and economic independence. Still, there have not been many studies that test the effectiveness of programs with measurable targets such as an 80% increase in participant capacity, the creation of at least three village flagship products, or the mastery of digital marketing by 70% of participants. The lack of a holistic approach in previous studies opens the door to new studies that not only validate prior findings but also expand on them by proposing a more integrated and contextually grounded empowerment model aligned with the needs of PKK mothers in coastal areas.

The novelty of this study lies in a comprehensively designed empowerment model that integrates all elements of entrepreneurship training, namely basic entrepreneurial knowledge, production skills based on local potential, improved packaging quality, and digital marketing skills, into a series of interrelated interventions designed explicitly for the empirical needs of PKK mothers in coastal villages. Unlike previous studies, which generally focused on one or two aspects of training, this study presents an integrated approach that treats all empowerment variables as a single process aimed at strengthening family economic resilience by building capacity for rural women. In addition, this study offers more measurable achievement indicators, such as an increase in entrepreneurial understanding of at least 80 percent of participants, the development of at least three leading products based on local potential with competitive packaging quality, and digital marketing skills in at least 70 percent of participants, thereby contributing new insights to the literature, which has not yet extensively tested the effectiveness of interventions with clear and contextual achievement standards. Based on this gap analysis, the objective of this study is to thoroughly assess the effectiveness of local potential-based entrepreneurship training in improving the knowledge, production skills, packaging quality, and digital marketing capabilities of the PKK women of Padang Lampe Village. This study also aims to assess the impact of training on the formation of sustainable business groups and their contribution to strengthening the family economy while developing an empowerment model that can be replicated in other coastal villages with similar characteristics.

## Literature Review

### *Group Empowerment and Family Welfare*

Group empowerment is a process of strengthening capacity, independence, and community participation through structured collective activities to achieve specific social and economic goals, including improving family welfare. In the context of community development, group empowerment focuses not only on enhancing individual capabilities but also on strengthening social structures that enable collective change. Chandra et al. (2021) emphasize that groups such as PKKs serve as agents of change, playing a strategic role in promoting empowerment actions at the grassroots level, especially on issues directly related to household welfare and family health. Through a group approach, rural women gain space to participate, discuss, and build critical awareness of the economic potential and challenges of their families, so that empowerment activities are not only informative but also transformative. This group-based approach is considered adequate because it provides a supportive social environment, increases member motivation, and strengthens social solidarity in the implementation of empowerment activities (Herawati et al., 2022). The strength of the group becomes essential social capital, encouraging women to take on a greater role in managing resources, making household decisions, and improving the overall quality of family life.

In family welfare studies, group empowerment is understood as a mechanism that can improve families' ability to meet basic needs, manage income, and create more stable living conditions. Fadillah & Salamuddin (2024) show that women's empowerment programs implemented through groups can increase women's capacity to contribute to family income, strengthen household economic functions, and expand access to productive resources. The role of groups in this context is not only as a forum for learning, but also as a means of information distribution, economic collaboration, and a

social support mechanism that strengthens family resilience. This is reinforced by the findings of Suharsono & Candra (2024), who explain that strengthening the PKK as a family empowerment group can increase family resilience through education, improved household managerial capacity, and the development of community-based programs relevant to women's needs. In addition, group empowerment improves families' ability to make decisions and manage socio-economic risks, so that welfare is understood not only as a material condition but also as psychological and social aspects that strengthen family harmony and resilience.

Group empowerment has been proven to directly improve family welfare by strengthening social networks, fostering economic collaboration, and developing programs tailored to local needs. Saleh et al. (2022) explain that collectively developed empowerment programs can increase family income and encourage more productive economic behavior. In another study, Samliani & Handayani (2023) show that women's empowerment through social groups also improves family quality of life, both by enhancing family health and by strengthening mothers' roles in managing household welfare. Overall, the literature shows that group empowerment is an effective strategy for improving family welfare because it provides a collaborative space that strengthens individual capacity, facilitates access to knowledge and resources, and forms social solidarity, which is an essential foundation for prosperous family development. Family welfare is ultimately viewed not only as an economic outcome but also as a process of sustainable empowerment rooted in group strengthening, women's active participation, and mutually reinforcing community support.

### ***Entrepreneurship Training***

Entrepreneurship training is an educational process designed to develop the skills, knowledge, and mindset necessary to start new businesses effectively. From a strategic perspective, this training not only improves technical competencies but also builds participants' mental readiness to face various business obstacles, including capital constraints. Bischoff et al. (2020) show that entrepreneurship training can strengthen financial mental models, enabling individuals to design better adaptive strategies when financial resources are minimal. The concept of training as a transformational process is also reflected in the findings of Åstebro & Hoos (2021), which confirm that entrepreneurial interventions, measured through repeated randomized controlled trials, can produce significant changes in participants' entrepreneurial actions, indicating that training can trigger consistent entrepreneurial behavior. In a systematic review, de Sousa et al. (2024) noted that training effectiveness is primarily determined by a program design that combines theory with practical experience, mainly when project-based learning methods and active participation are used. In line with this, Wahl & Münch (2022) show that entrepreneurship courses integrated with Industry 4.0 learning can transform participants into individuals better prepared to drive innovation and understand the dynamics of modern industry.

Entrepreneurship training is understood as an educational process that emphasizes not only the acquisition of knowledge but also the formation of entrepreneurial mindsets and behaviors that encourage concrete action. Morris et al. (2023) assert that training that emphasizes a growth mindset significantly influences entrepreneurial action in existing businesses, as participants become more open to the risks and challenges of entrepreneurship. A similar perspective is expressed by Fairlie (2023), who argues that evaluating entrepreneurship training requires experimental methods to clearly identify cause-and-effect relationships and accurately measure changes in participant behavior. Another study by Nájera-Sánchez et al. (2023) shows that the knowledge structure in entrepreneurship education is highly diverse and encompasses interrelated psychological, social, and technical aspects, so practical training must integrate all these aspects. In addition, structured training enables participants to develop a deep understanding of the value-creation process in entrepreneurship. Shekarian & Parast (2021) found that entrepreneurial skills acquired through training have a significant impact on improving project performance, especially in management and decision-making.

Entrepreneurship training also increases business capacity, with a direct impact on the sustainability and performance of both start-ups and established businesses. Ismail (2022) shows that training that emphasizes entrepreneurial competence and innovation plays a vital role in promoting the sustainability of MSMEs, as innovation is a key mediating factor that increases business

competitiveness. From the perspective of existing businesses, He et al. (2024) found that entrepreneurial education improves performance by enhancing strategic skills and problem-solving abilities. This confirms that training is not only beneficial for new entrepreneurs but also relevant for those seeking to expand their business capacity. In addition, entrepreneurship training creates a learning environment that enables participants to explore business ideas, conduct experiments, and develop innovative strategies, thereby strengthening business resilience. The success of training is also influenced by a deep understanding of the structure of entrepreneurial knowledge, as explained by Nájera-Sánchez et al. (2023), thereby enabling more effectively designed programs to encourage participants to internalize concepts and apply them in practice.

### ***Local Potential***

Local potential can be understood as the totality of resources, capacities, and characteristics possessed by a region that can be utilized to support the economic, social, and cultural activities of the local community. In the context of regional development, local potential includes natural resources, community skills, traditions, local knowledge, and social networks that have been formed over generations. This understanding aligns with the views of Kłobukowski & Pasieczny (2020), who emphasize that local strengths play a significant role in driving regional economic development when these resources are managed strategically, including by strengthening human and social capital. Local potential is not only about physical factors such as raw materials, but also about intangible assets, such as social capital and community knowledge, that can strengthen local competitiveness. This is clarified by Margarian et al. (2022), who show that rural dynamics are strongly influenced by endogenous capacity, including local knowledge and community-based innovation capabilities, so that regions with a strong knowledge base are better able to develop independently. Thus, local potential is an essential foundation for sustainable development because it provides a direction for growth aligned with the region's strengths and can increase community independence by utilizing naturally and socially available resources.

In a community-based development approach, local potential is seen as the core of socio-economic transformation in rural areas. Olmedo & O'Shaughnessy (2022) emphasize that community-based social enterprises can drive neo-endogenous development by utilizing local assets as a foundation for economic strengthening. This shows that local potential can serve as an economic driver, drawing on the community's internal strengths rather than external actors. Furthermore, Raja et al. (2022) highlight the importance of local resources in the formation of community-based corporations that are capable of creating sustainable rural development models. In this context, local potential is not only seen as a resource to be exploited, but as a strategic asset that supports economic, cultural, and ecological sustainability. Suryani et al. (2022) also show that community-based entrepreneurs in Lumajang have successfully utilized local resources, such as raw materials, community networks, and traditional knowledge, to develop more productive businesses, strengthen economic resilience, and create local employment opportunities. The use of local potential and the integration of local knowledge are key to developing a financial sector in harmony with the local community's geographical conditions, traditions, and character, thereby making the development process more participatory and sustainable.

Local potential also plays a vital role in shaping a sustainable rural entrepreneurial ecosystem by leveraging the community's outstanding assets. Candelario-Moreno & Sánchez-Hernández (2024) show that the success of rural businesses is strongly influenced by the strength of the local ecosystem, including local assets such as social networks, natural resources, and entrepreneurial traditions developed over generations. This shows that local potential is not only about resource availability but also about the presence of social relations that enable synergy among business actors, village governments, and communities. In the Indonesian context, Handono et al. (2023) state that the dynamics of rural entrepreneurship develop through the utilization of agribusiness potential, local crafts, and community services, which illustrate the significant role of local assets in developing village businesses. Optimal utilization of local potential enables communities to add value to long-established products and even enhance the region's image and identity through distinctive products that reflect the region's identity. In addition, local potential offers communities opportunities to develop



innovations rooted in local wisdom, so that the products produced not only have economic value but also reflect the region's cultural and social values. By strengthening local potential as the basis for regional development, communities can develop an independent, adaptive, and sustainable economy without neglecting their cultural identity and social systems.

## **Research Design and Methodology**

This study uses a descriptive-qualitative research design with a participatory approach (participatory research). This design was chosen because the entrepreneurship training activities carried out were applicable and involved active community participation, particularly members of the Padang Lampe Village PKK, throughout the process. The participatory approach allows researchers to directly explore, observe, and document the dynamics of program implementation, including the processes of increasing knowledge, strengthening technical skills, and forming an entrepreneurial attitude. In addition, this design is relevant because the community service activities were carried out through four main stages: preparation, training and implementation, mentoring, and evaluation. The preparation stage includes coordination with the village government and PKK administrators, field observations and partner needs surveys, preparation of training materials and modules, and procurement of training tools and supporting materials. The implementation stage includes sessions on basic entrepreneurship, local potential-based production techniques, packaging techniques, and marketing and digital marketing strategies. The mentoring stage is carried out to ensure that all the skills learned can be put into practice. In contrast, the evaluation stage includes product quality observation, business activity assessment, and joint reflection forums.

The subjects of this study were members of the Padang Lampe Village PKK who were involved in the entire series of entrepreneurship training programs. The population consisted of 35 PKK members, but the sample was selected through purposive sampling based on active involvement in the training and mentoring stages, interest in developing businesses based on local potential, and willingness to participate in program evaluation. In addition to PKK members, supporting informants included the village head, PKK administrators, and regional stakeholders who played a role in providing facilities, raw materials, and program sustainability support. The village government and community partners were involved because they made significant contributions in providing training space, activity facilities, participant mobilization, local raw materials, and logistical support during the activities. These subjects were selected to ensure that the data obtained reflected the direct experiences of the core participants and the perspectives of the program's supporters involved in its implementation.

Data collection was conducted through participatory observation, in-depth interviews, documentation, and program evaluation. Participatory observation was conducted from the preparation stage through the evaluation stage to record the dynamics of the training, the level of participant engagement, participants' responses to the training material, and participants' abilities in hands-on practices such as local processing, packaging, and digital marketing. In-depth interviews were conducted with PKK participants, PKK administrators, village heads, and regional stakeholders to explore their perceptions of training needs, experiences during the program, and the potential for sustainability of the activities. Documentation was used to collect empirical evidence in the form of photos, videos of activities, training modules, production process notes, and participants' product results. Research instruments were developed by compiling observation guidelines covering indicators of participation, understanding of material, and technical skills; interview guidelines containing questions about participant experiences, program impact, and implementation barriers; and product evaluation sheets to assess the taste, appearance, and packaging of products. Researchers also developed post-training monitoring instruments to record participants' business development and the extent of new skill implementation.

Data analysis was conducted using Miles and Huberman's interactive analysis model, which includes three main stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, researchers grouped all information from observations, interviews, and documentation into central themes, including participation, skill improvement, product quality, and changes in entrepreneurial behavior. Next, data presentation was carried out through narrative descriptions, thematic matrices, and visual documentation to facilitate the identification of patterns and

relationships among the findings. In the conclusion stage, researchers interpreted the analysis results to determine the level of training success, observed improvements in participant capacity, and formulated recommendations for program follow-up. Data validity is strengthened through source triangulation (participants, PKK administrators, and village government) and method triangulation (observation, interviews, and documentation), ensuring the research findings are highly credible. With this analysis technique, the study can provide a comprehensive picture of the effectiveness of local potential-based entrepreneurship training programs and their contribution to the empowerment of rural communities.

## **Findings and Discussion**

### ***Findings***

This Community Service (PkM) activity was carried out with the active participation of the Padanglampe Village PKK, which served as the primary partner in the empowerment program. The activity took place on Thursday, October 16, 2025, from 10:00 a.m. to 12:00 p.m. WITA, at the Padanglampe Village Hall, Ma'rang Subdistrict, Pangkep Regency. The village hall was chosen as the location because it is the center of community activities and is strategically located to accommodate a large number of participants, while also facilitating coordination with the village government and PKK administrators.

### ***Review of Achievements***

A review of the results of the Community Service (PKM) activity, "Empowering PKK Women in Padanglampe Village through Local Potential-Based Entrepreneurship Training," shows a significant increase in participants' knowledge and skills in basic entrepreneurship and small business management concepts grounded in local potential. Through a participatory approach, this activity successfully explored various potential resources owned by Padanglampe Village, including agricultural products, traditional foods, and handicrafts. Participants who previously lacked sufficient understanding of business planning, basic financial management, and marketing strategies can now develop small-business plans tailored to their local conditions.

In addition to increasing individual capacity, this PKM activity also produced an output in the form of a Local Potential-Based Entrepreneurship Module, which was compiled as teaching material and a practical guide for the village community in developing independent and sustainable businesses. This module covers entrepreneurial motivation, an introduction to local potential, business planning, product innovation, and simple digital marketing strategies. With this module, the activity not only provides short-term benefits through training but also creates a learning resource that can be used continuously by the PKK mothers' group and the Padanglampe village community to foster a spirit of entrepreneurship and local economic independence.

### ***Benefits of community service activities obtained by partners and the community (outcome)***

The benefits of community service activities for partners and the Padanglampe Village community are evident in PKK mothers' increased knowledge, skills, and confidence in developing businesses based on local potential. Through entrepreneurship training, participants not only understand the basic concepts of business but also identify and process local resources into marketable products.

This activity encourages a spirit of economic independence among homemakers, strengthens small-business networks in the village, and opens opportunities for increased family income. In addition, with the entrepreneurship module developed, the community now has a sustainable learning resource to broaden their knowledge and improve the sustainability of local businesses.

### ***Documentation of Community Service Activities***



**Figure 1. Implementation of Activities**

### ***Activity Evaluation***

The evaluation of community service activities in Padanglampe Village shows that local potential-based entrepreneurship training went well and achieved most of the predetermined targets. Participants showed high enthusiasm throughout the training, especially during the product processing and business plan development sessions. The interview results show an increase in participants' understanding of entrepreneurship, business planning, and basic financial management.

However, the evaluation also revealed the need for continued assistance to ensure the sustainability of the businesses that had been started. Some participants still needed guidance in digital marketing and production management to help their businesses develop more optimally. Therefore, the implementation team planned follow-up activities, including additional training and periodic monitoring, to sustain the program's impact and ensure its sustainability.

### ***Problems and Obstacles***

The problems and obstacles encountered during the implementation of community service activities in Padanglampe Village included limited training time and varying levels of initial understanding among participants. Some PKK mothers still had difficulty applying entrepreneurial concepts, particularly in terms of financial record-keeping and digital product marketing. In addition, limited supporting facilities, such as production equipment and digital literacy, became obstacles to achieving business results. Participants' busy household schedules also affected their attendance and consistency during the activities. However, through a persuasive approach and direct assistance, most



of these obstacles were overcome, so that the activities were still carried out with fairly optimal results.

## Conclusion

The research and series of community service activities carried out show that local potential-based entrepreneurship training can be a strategic instrument for increasing the capacity of the Padanglampe Village PKK. All stages of the activity—from needs identification, basic entrepreneurship training, local product processing, packaging techniques, to digital marketing strategies—show that participants gained a stronger understanding of how to manage local potential into viable business opportunities.

In addition, participants' active involvement during the training process demonstrates that a participatory approach is practical in fostering sustainable entrepreneurial skills and motivation. By including an entrepreneurship module as one of the program outputs, this research also provides a more systematic basis for the development of similar training in the future. Scientifically, this research makes an essential contribution to strengthening the literature on community-based empowerment and local entrepreneurial practices.

This study offers an original perspective by integrating applied training, local potential, and village community participation into a unified empowerment model. From a practical and managerial perspective, this study suggests that the success of empowerment programs is determined not only by the material provided but also by village institutional support, the sustainability of assistance, and the availability of production facilities. Village governments, PKK groups, and local stakeholders can use these findings to design more responsive policies, especially to strengthen the village entrepreneurship ecosystem, provide production facilities, and increase women's access to digital marketing for microenterprises.

Although it makes a positive contribution, this study has several limitations. First, the study is still limited to a single village, so the findings cannot be generalized to other areas with different characteristics. Second, the impact evaluation was conducted only in the short term, so it did not assess the sustainability of participants' businesses in the long term. Given these limitations, further research is recommended to involve more villages or women's groups to obtain a broader comparative understanding. Future research could also develop a longitudinal evaluation model to assess the sustainability of businesses after training and add quantitative analysis to measure measurable increases in income. In addition, further studies could examine support for village policies and the institutional factors that influence the success of entrepreneurship ecosystems grounded in local potential.

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