



EMPOWERING MILLENNIAL WOMEN THROUGH ENTREPRENEURSHIP TRAINING IN JIPUT VILLAGE, PANDEGLANG REGENCY

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Abstract

Empowering millennial women in Jiput Village, Pandeglang Regency, is an effort to increase entrepreneurial capacity through structured training. This program focuses on developing entrepreneurial skills, financial management, and digital marketing with the aim of creating jobs and increasing women's economic independence. In its implementation, the methods used include needs mapping, entrepreneurship training, post-training mentoring, and increased marketing access through social media and e-commerce platforms. The results of this program show a significant increase in participants' knowledge and skills, the development of innovative local products, and the adoption of effective digital marketing. The success of this program has the potential to have a long-term impact on the local economy and improve the quality of life for women in the village.

Keywords: Women's Empowerment, Entrepreneurship, Training, Digital Marketing, Jiput Village, Local Economy, Local Products, Economic Empowerment.

INTRODUCTION

Strengthening the local economy through the empowerment of women in the handicraft sector offers an effective solution for diversifying income and increasing the added value of local products. Such programs not only create new jobs, but also preserve local cultural heritage through innovative handicraft products that are competitive in the global market. Sustained post-training assistance is also crucial to ensure the adoption and implementation of the skills taught, as well as to facilitate wider market access for their products. The enormous potential of the creative home industry in the arts, including handicrafts, shows promising growth in supporting the nation's economy, with many actors successfully achieving economic independence (Karyati et al., 2020). Economic empowerment of communities through increased access to resources, technology, and markets is a vital strategy for achieving independence, especially in the context of the pandemic (Supeni et al., 2022). However, the success of MSME empowerment programs is highly dependent on the commitment and strong will of the actors to increase productivity (Nilansari et al., 2021). The phenomenon of productive unemployment caused by low human resource skills and a lack of interest in entrepreneurship requires early intervention in the form of entrepreneurship education policies, not only in vocational high schools but also in senior high schools, to shape the character and entrepreneurial insight of students (Setiawan, 2021). Women's empowerment has become a major focus in global socioeconomic development efforts, particularly in urban areas such as Serang City, where creative economic potential can be optimized through skills development. This initiative aims to not only improve the capacity of individual women but also strengthen the overall economic structure of families and communities (Bano et al., 2021). This

empowerment program integrates handicraft skills training as a means to achieve financial independence and economic emancipation for women (Ariestiningsih et al., 2021). This approach is in line with the need to empower marginalized groups in society, encourage women to play an active role in driving the family economy, and utilize their potential and talents to improve their quality of life (Florina & Khusna, 2021). This is particularly relevant given the dominance of men in economic activities, which often results in women not playing a significant role in the family economy despite their considerable potential to improve welfare (Kristiastuti et al., 2022). Management and entrepreneurial skills are often underdeveloped among women, even though these are crucial factors in the sustainability of their businesses (Rumawas, 2021). Therefore, holistic entrepreneurship training, including aspects of pricing and promotion, is essential to overcome the difficulties faced by micro and small business owners in marketing their handicraft products (Yulita & Laksono, 2022).

METHOD

This community service program aims to empower millennial women in Jiput Village, Pandeglang Regency, through structured entrepreneurship training. The methods used in implementing this program adopt a participatory and sustainable approach, involving various stakeholders, ranging from the village government, Bumdes administrators, community leaders, to the training participants themselves. This PKM is designed to provide practical skills in the field of entrepreneurship that are relevant to local needs and potential, as well as to facilitate millennial women to become more economically independent and play an active role in village development..

1. Mapping and Identification of Needs

The initial stage of this service project is to map and identify needs through surveys and interviews with millennial women in Jiput Village. This mapping aims to identify existing entrepreneurial potential, challenges faced by women in developing businesses, and skills that need to be improved. The information obtained will form the basis for designing training materials that are appropriate to the conditions and needs of the local community.

2. Entrepreneurship Training

After the mapping stage, the entrepreneurship training program will be implemented with a focus on developing the practical skills needed to run a business. The training material will cover::

a. Entrepreneurship basics, such as business planning, capital management, and market analysis.

b. Business financial management, including how to prepare simple financial reports, budget planning, and cash flow management.

c. Product marketing, with a focus on digital marketing strategies, social media use, and marketing network development to expand the market.

d. Development of local products, such as handicrafts, specialty foods, or products made from local materials that have high selling value.

3. Assistance and Mentoring

After the training, the program continues by providing assistance to participants in implementing the skills they have learned. Assistance is provided by mentors who have experience in business and entrepreneurship. The mentors will provide direct guidance

on starting and developing a business, as well as helping to overcome the challenges faced by millennial women in running their businesses. In addition, discussion groups will be formed to facilitate the exchange of experiences between participants and strengthen business networks..

4. Improved Marketing Access

One important aspect of this training is improving marketing access for products produced by participants. The program will introduce millennial women to digital marketing technologies, such as the use of e-commerce platforms, social media, and other online marketing applications. Thus, participants can utilize digital platforms to market their products more widely, both locally and nationally. The training will also cover strategies for creating marketing content that is attractive and in line with current market trends..

5. Evaluation and Monitoring

After the program was implemented, periodic evaluations and monitoring were conducted to assess the extent to which participants successfully implemented the skills they acquired from the training. Monitoring was carried out by visiting the businesses run by participants to provide constructive feedback and support the sustainability of their businesses. In addition, evaluations were also conducted to assess the impact of this training on increasing income and empowering millennial women in Jiput Village..

RESULT AND DISCUSSION

The implementation of community service in Jiput Village, Pandeglang Regency, has shown significant results in empowering millennial women and increasing their entrepreneurial capacity. The following are the details of the results achieved:

1. Improvement in Entrepreneurial Knowledge and Skills

During the entrepreneurship training, participants showed significant improvement in their understanding of the basics of entrepreneurship, financial management, and product marketing. Participants now have a better understanding of how to create a structured business plan, manage business finances, and market their products using more appropriate and efficient strategies..

2. Local Product Development and Innovation

The training participants successfully developed various local products with market potential. Some groups of participants started handicraft-based businesses, while others focused on processing regional food products such as rengginang, enyek-enyek, kue balok, etc. Through the training, they learned to create products that are not only attractive but also have high selling value, with a focus on product quality and uniqueness. In addition, they also learned how to tailor products to market demand and repackage products..

3. Implementation of Digital Marketing

One of the greatest achievements of this program is the participants' ability to adopt digital marketing. After the training, most participants began utilizing social media (such as Instagram, Facebook, and WhatsApp Business) to promote their products. Some of them have successfully built online shops, which allow them to reach a wider

market. The use of digital marketing has proven to be effective in increasing sales and introducing local products to a larger consumer base..

4. Increased Awareness of Entrepreneurship and Community Participation

The program also succeeded in raising awareness among the local community about the importance of entrepreneurship as a means of improving family economic welfare. In addition, many participants subsequently shared their knowledge with family members and neighbors, creating a wider domino effect in the empowerment of women in the village. This awareness has also led to an increase in the number of millennial women interested in participating in similar training programs in the future..



Figure 1. Identification and Needs of Partners



Figure 2. Entrepreneurship Training and Business Mentoring

CONCLUSION

Through training covering the basics of entrepreneurship, financial management, and digital marketing, participants were able to develop their businesses, both in the form of local products

and handicrafts. The use of digital marketing has proven to be effective in expanding market reach and increasing income, which shows progress in the adaptation of technology by women in the village. In addition, this program also raises awareness of the importance of entrepreneurship in improving economic independence and family welfare. The sustainability of this program is ensured by the implementation of the skills acquired in the daily lives of the participants, as well as the continued growth of their businesses. This program not only has a positive short-term impact but also contributes to creating long-term economic opportunities for millennial women in Jiput Village. Overall, this service has successfully empowered millennial women by providing them with practical skills to develop businesses and utilize digital marketing, which can strengthen the village economy and improve the quality of life of the local community..

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