

## **By Women for Women: Women Empowerment through the Union of Women in Rural Area of Gresik, Indonesia**

Nur Laily<sup>1</sup>, Vinza Hedi Satria<sup>2</sup>, Ahmad Baihaqy<sup>3</sup>, Budiyanto<sup>4</sup>, Suwitho<sup>5</sup>,  
Nur Fatimatuz Zuhroh<sup>6</sup>

<sup>1</sup>Management, Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya, Jl. Menur Pumpungan No.30, MenurPumpungan, Kec. Sukolilo, Surabaya, Jawa Timur, 60118

<sup>2</sup>Management, Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya, Jl. Menur Pumpungan No.30, MenurPumpungan, Kec. Sukolilo, Surabaya, Jawa Timur, 60118

<sup>3</sup>Management, Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya, Jl. Menur Pumpungan No.30, MenurPumpungan, Kec. Sukolilo, Surabaya, Jawa Timur, 60118

<sup>4</sup>Management, Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya, Jl. Menur Pumpungan No.30, MenurPumpungan, Kec. Sukolilo, Surabaya, Jawa Timur, 60118

<sup>5</sup>Management, Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya, Jl. Menur Pumpungan No.30, MenurPumpungan, Kec. Sukolilo, Surabaya, Jawa Timur, 60118

<sup>6</sup>Accounting, Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya, Jl. Menur Pumpungan No.30, MenurPumpungan, Kec. Sukolilo, Surabaya, Jawa Timur, 60118

---

**Abstract:** The Sustainable Development Goals (SDGs) established by the United Nations for designated for 2030 delineate the aspects that every society worldwide must achieve to form a sustainable future. Gender equality stands as an important tenet within the SDGs framework. The fifth goal of SDGs is to achieve gender equality among the society in the world. Numerous studies have been conducted on gender equality and strategies to attain it; however, the implementation of gender equality frequently encounters obstacles in economic, social, and political domains. These obstacles are particularly pronounced in rural area, where communities often adhere to conservative beliefs and lean towards patriarchal ideologies that confine women to domestic roles. This research investigates the effect of activity that has been conducted by women's associations in a locality in Gresik to the women empowerment in Gresik. Using qualitative ethnography method, the research tried to define the effect of Family Welfare Movement with the Gender Equality Goals in SDGs. The findings of this study elucidate through their presence and conducted event such as Eco Print Training for women in rural village contribute to the realization of one of the SDGs.

**Keywords:** Sustainable Development Goals, Women, Rural Area

---

### **1. Introduction**

The discussion of women's empowerment has been ongoing for a long time and has been a controversial topic [1]. This subject has also garnered international attention, as evidenced by the United Nations' declaration of 17 Sustainable Development Goals in 2015 [2]. One of these goals, the 5th goal of SDGs, focuses on gender equality. In the academic realm, many researchers have conducted studies on the importance of gender equality and women's empowerment, and the majority of these studies emphasize the significance of women's empowerment [3]–[6].

The dominant role of women in various sectors has been shown to have a positive impact. Several research studies have highlighted the positive effects of women's leadership and participation in various fields. Empowering women in the agriculture sector, for example, can lead to economic benefits, as suggested by [7]. The research also recommends that farm owners invest more in female farmers. Furthermore, women can play a leading role in both economic and medical growth [8]–[10].

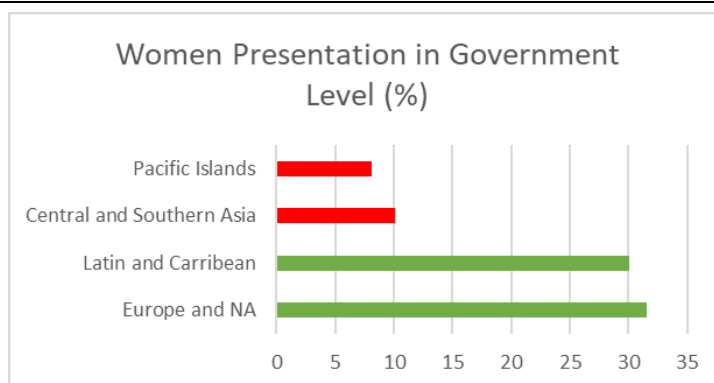


Figure 1: Women Presentation in The Government Level [source: [11] ]

Figure 1 presents statistical data released by UN Women in March 2023 concerning women's participation in government at the policymaker level. The data highlights positive progress, with increasing numbers of women in various countries taking on important roles in government. Women are now actively involved in policymaking related to human rights, gender equality, and social protection. Some also hold positions in parliamentary and regional leadership. However, the data also reveals regional disparities, with certain regions like Europe, America, and the Caribbean having significant female participation, while Central and Southern Asia and Pacific Islands continue to have underrepresentation of women.

The progress in women's participation is a result of collective efforts towards a sustainable future. While there has been positive progress, it is not uniform. In urban areas, particularly major cities, women with higher education and greater awareness are often better equipped to advocate for justice and equality in their communities. [12], [13]. But women in rural areas face different challenges. In addition to the lower levels of education compared to urban area [14]. Women in the rural areas also still being oppressed by the conservative patriarchal ideology that dominates the major population in rural area [15], [16]. In many societies, there is a prevalent belief that women should stay at home, not earn income, and be entirely dependent on men. Challenging this ideology can often lead to serious consequences for women, including gender-based violence. [17], [18].

Some of the women in the rural able to fight the injustice by forming a union [19], [20]. Historical evidence has shown that unity among people can be effective in combating injustice. In the present, through organizations like the union, women can work towards creating a more female-friendly job environment. [21] and fight violence and injustice they had experienced[19], [20].

Located in Southeast Asia, particularly in the country of Indonesia, where women have historically been underrepresented. It focuses on rural areas, where both men and women often experience political underrepresentation [22]. In rural villages, it is common for women to come together and engage in activities as part of a collective known as the Family Welfare Movement [23]. In addition to promoting a sense of sisterhood, this union also serves as a platform for mothers and women to enhance their family's well-being through various skill improvement activities [24], [25]

Despite the Family Welfare Movement's existence since 1967, research related to this union of rural women remains limited, which can be seen as a drawback. However, in light of the United Nations' declaration of the SDGs and the establishment of UN Women, the Family Welfare Movement could potentially serve as a platform to advance the fifth goal of the SDGs: Gender Equality in rural Indonesia, primarily through their training and empowerment efforts for women.

### 1.1 Women Empowerment

UN Women has traced the roots of the women's empowerment movement back to as early as the 4th century BCE. However, contemporary research indicates that the movement still faces challenges, as cases of abuse and violence against women, both physical and psychological, continue to persist to this day [3]. The risk could be higher, since research that has been conducted by [5] highlighted the potential for gender inequality to worsen for women in the aftermath of the pandemic. Some women have lost their jobs and become unemployed, while their partners remain employed, thereby pushing women back into traditional roles. This situation can place women at a disadvantage, as they may lack independent income and become financially dependent on their [18], [26]. While dependent women are at disadvantage, doesn't mean independent women are at greater condition. For research that has been conducted by [17] mentioned increased amount of domestic abuse case to

women for women with higher income compared to their partner in Vietnam. Making women empowerment backfired to the women. The research does mention different in data in other countries, the statistic that has been released by the UN Women could be the answer. As mentioned in figure 1, women in certain region such as Southern Asia remain under-represented and oppressed, whether they are dependent or independent to their partner [16]. This happens to women who lived in third or first world country. Research that has been conducted by [4] shows that traditional patriarchy beliefs remain existed even though in first world country. Women still expected to bear children and expected to be unemployed after childbirth.

Previous research has shown that women empowerment did not yield negative impact. On the contrary, women empowerment is proven important [8], [9]. Although abuse and gender-based violence still happen to women [18]. Researchers have identified positive advancements in women's empowerment in various forms and contexts. The research conducted by [27] highlights how Mexican policymakers are promoting rural women's empowerment through their agricultural policy initiatives. Women empowerment also has been proved gave positive impact on tourism [28], [29]. Movements aimed at promoting women's empowerment are taking place worldwide, with the goal of combating injustice and eliminating gender inequality.[12], [13]. In the rural area, some women unite to fight the injustice together[19]–[21].

Women's empowerment movements have taken place globally, encountering various challenges along the way. But what exactly defines women's empowerment? Research conducted by [30] sheds light on the capitalist underpinnings of women's empowerment. For instance, the increase in women workers in China's E-Commerce sector might initially appear as a sign of women's empowerment, but the research uncovers the patriarchal capitalist motives behind this rise, as companies perceive women as a source of cheap labour. To delineate what truly empowers women, it has become essential to discern whether women are genuinely empowered or merely exploited as inexpensive labour. The United Nations has outlined criteria for women's empowerment, consisting of seven main points with several sub-points [31]. [6] have grouped these criteria into three vital dimensions that define women's empowerment.

### 1.2 Sustainable Development Goals: Gender Equality

In 2015, the United Nations unveiled a set of seventeen goals to be achieved by 2030, aimed at fostering a sustainable future. Subsequently, researchers worldwide have conducted extensive research related to the Sustainable Development Goals (SDGs). Figure 2 displays data obtained from Google Scholar, showcasing research conducted by various scholars at the time of this report's preparation. The research has been categorized according to the specific SDGs they address.

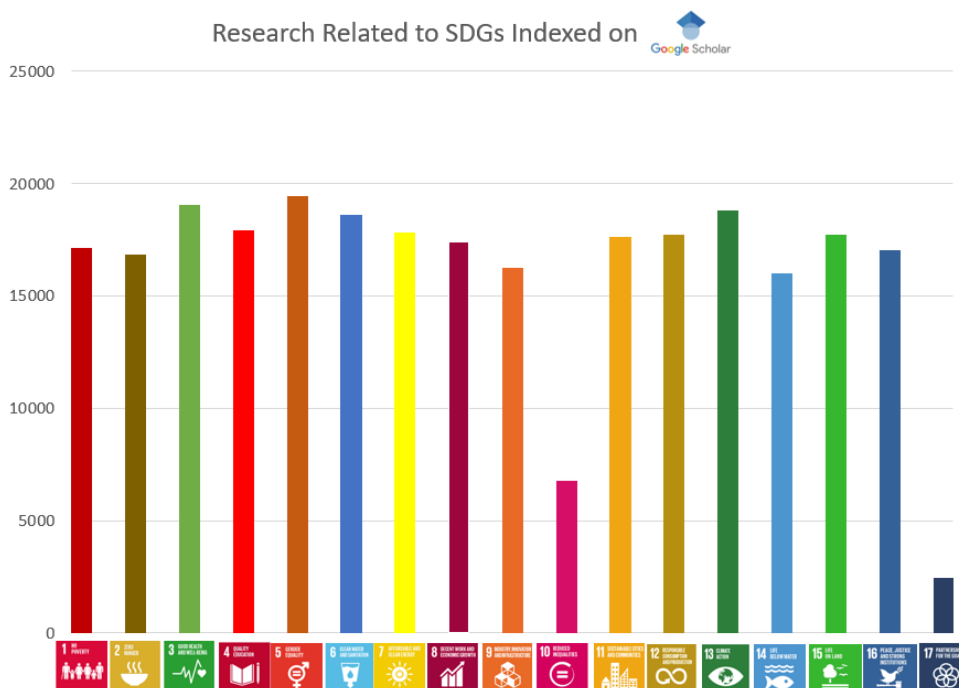


Figure 2: Research Related to SDGs

The search was conducted using keyword search methodology, primarily focusing on the Sustainable Development Goals (SDGs) declared by the United Nations. In addition to the goal names, the term "SDGs" was appended to the search query to enhance search accuracy. The search was configured to identify research articles, journals, and proceedings published between 2015, the year when the SDGs were officially declared, and 2023. Among all the SDGs, Gender Equality emerged as one of the most extensively researched goals, with a total of 19,400 research articles. It was followed closely by the third goal, Good Health, and Wellbeing, and the thirteenth goal, Climate Action, both of which garnered 19,000 and 18,800 research articles, respectively.

As mentioned before, research that has been conducted by [6] aims to investigate three critical dimensions of women's empowerment: Economic Empowerment, which involves enabling women to attain financial independence; Social and Human Empowerment, focusing on improving women's lives and freeing them from daily oppression; and Legal Empowerment, which seeks to establish legal protections for women's well-being and safeguard them from instances of abuse and violence. Similar with the previous research, research that has been conducted by [31] describe the criteria set forth by the United Nations that must be achieved in the realm of gender equality for women. This set of criteria is presented in Table 1 below.

Table 1: Criteria of Women Empowerment

Number	Targets	Indicators
5.1	End all forms of discrimination against all women and girls every where	Whether or not legal frameworks are in place to promote, enforce and monitor equality and non-discrimination based on sex
5.2	Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation	Proportion of ever-partnered women and girls aged 15 years and older subjected to physical, sexual, or psychological violence by a current or former intimate partner in the previous 12 months, by form of violence and by age
		Proportion of women and girls aged 15 years and older subjected to sexual violence by persons other than an intimate partner in the previous 12 months, by age and place of occurrence
5.3	Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation	Proportion of women aged 20-24 years who were married or in a union before age 15 and 18.
		Proportion of girls and women aged 15-49 years who have undergone female genital mutilation/cutting, by age
5.4	Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate	Proportion of time spent on unpaid domestic and care work, by sex, age, and location
5.5	Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life	Proportion of seats held by women in (a) national parliaments and (b) local governments
		Proportion of women in managerial level
5.6	Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences	Proportion of women aged 15-49 years who make their own informed decisions regarding sexual relations, contraceptive use, and reproductive health care
		Number of countries with laws and regulations that guarantee full and equal access to women and men aged 15 years and older to sexual and reproductive health care, information, and education
5.a	Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control	Proportion of total agricultural population with ownership or secure rights over agricultural land, by sex; and (b) share of women among owners or

	overland and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws	rights-bearers of agricultural land, by type of tenure
		Proportion of countries where the legal framework (including customary law) guarantees women's equal rights to land ownership and/or control
<b>5.b</b>	Enhance the use of enabling technology, in particular information and communications technology, to promote women empowerment	Proportion of individuals who own a mobile telephone, by sex
<b>5.c</b>	Adopt and strengthen sound policies and enforce able legislation for the promotion of gender equality and the empowerment of all women and girls at all levels	Proportion of countries with systems to track and make public allocations for gender equality and women's empowerment

### 1.3 Family Welfare Movement

Family Welfare Movement is a union of women that has been a platform to increase the welfare of their families rural area for long time ago [32]. Well-known locally as "Pemberdayaan Kesejahteraan Keluarga," the Family Welfare Movement was first established in 1967 and has since become a compulsory association for women in rural areas throughout the country. This union has facilitated numerous skills training and counselling programs conducted by various branches of the Family Welfare Movement. [18], [24], [33]

Research conducted by [33] involved providing self-medication knowledge training to members of the Family Welfare Movement in a rural village in Pati, Indonesia. On the other hand, other community development initiatives, such as the one conducted by [24], focused on training the economic aspects of women in rural villages. This approach is consistent with similar community development efforts undertaken by [25] and [34].

It is noteworthy that the objectives of the Family Welfare Movement extend beyond solely enhancing the well-being of women. They also encompass the well-being of children, even during challenging times such as the pandemic era, as demonstrated in the research by [35].

Several of the mentioned studies suggest that the Family Welfare Movement is currently viewed as more than just a platform for enhancing the well-being of its members. It also serves as a channel through which scholars and researchers in urban areas can share their knowledge with residents in rural areas.

## 2. Methods

Following the presentation of the current situation and the context of recent research, the study will proceed to address the pressing issues concerning the Family Welfare Movement and its contribution to achieving the fifth goal of the SDGs: Gender Equality. Prior to conducting the research, it is imperative to formulate research questions that delineate the research objectives. The research questions for this study, based on the previous section, are as follows:

- What kind of activity the Family Welfare Movement program has conduct to empower the women in rural area?
- What is the effect of the conducted activity to the women empowerment?

The research will employ the qualitative ethnography method [36]. It will involve the systematic observation, documentation, and analysis of the activities conducted by the Family Welfare Movement in one of the rural villages in Indonesia. To ensure research objectivity, the analysis process will be guided by a predefined set of criteria. Further details regarding the research methodology are provided below:

## 2.1 Family Welfare Movement

The summarization of research procedure is represented in flowchart diagram in figure 3:

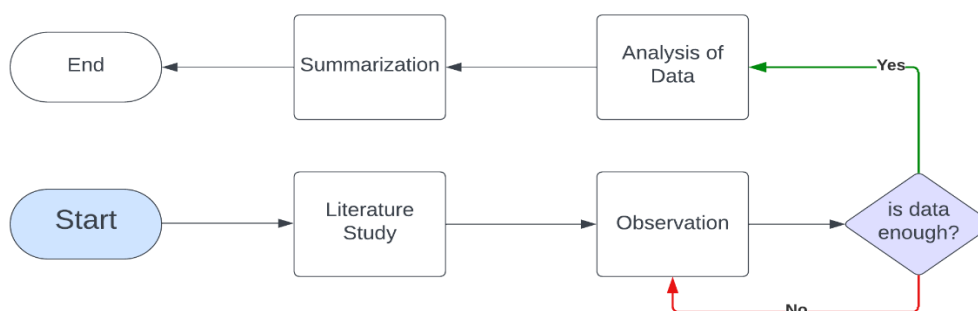


Figure 3: Research Procedure

To ensure a comprehensive understanding of what needs to be observed, the research will commence with a literature review. The primary objective of this literature review is to establish a benchmark that can serve as a basis for assessing the impact of the Family Welfare Movement on the 5th Goal of the SDGs. Following the acquisition of measurements, field observations will be conducted to gather data. This data will encompass the ongoing activities of the Family Welfare Movement and the perspectives of women in the village concerning the Family Welfare Movement. Subsequently, an analysis will be undertaken, involving a comparison of the collected data with the benchmark formulated during the literature review. This comparative analysis will lead to the formulation of a summary and the addressing of research questions.

## 2.2 Sample of Data

The research will be carried out in one of the rural villages situated in Gresik, East Java. A map depicting the location of Gresik in East Java is provided in Figure 4



Figure 4: The Maps of Gresik [Source: Wikipedia]

The research will employ the activities currently undertaken by the Family Welfare Movement in Gresik as a sample. These activities will be subjected to systematic observation and analysis to extract valuable insights regarding their contributions to women's empowerment. Additionally, members of the Family Welfare Movement will be incorporated into the research sample and subjected to observation to support the objectives of this study.

## 2.3 Criteria of Women Empowerment

Building upon the research conducted by [37], which employed comparative ethnography to analyse two different events, the current research will follow a similar comparative approach. However, instead of comparing two distinct events, this study will compare the events organized by the Family Welfare Movement against a set of predefined criteria that act as guidelines. These guidelines aim to differentiate successful women's empowerment initiatives from unsuccessful ones. Currently, studies utilize a list of indicators for SDG

Goal Five: Women's Empowerment, as provided by UN Women in Table 1. It's worth noting that these indicators are applied at a local scale rather than the original national scale.

Prior to the comparative analysis, the list of indicators will be initially organized into three distinct aspects that define women's empowerment, as outlined by [6]. This categorization process is crucial for streamlining the analysis and presenting clear results regarding the strengths and weaknesses of each aspect for future development. It's important to note that individual SDG targets may align with multiple categories. As a result, the SDG targets presented in Table 1 will be categorized into the three aspects delineated in Table 2, namely Social and Human Empowerment, Economic Empowerment and Legal Empowerment.

Table 2: Category of Women Empowerment

Category	Numbers of Targets in SDGs
<b>Social &amp; Human Empowerment</b>	5.2, 5.3, 5.4, 5.5, 5.6, 5. b
<b>Economic Empowerment</b>	5.4, 5. a
<b>Legal Empowerment</b>	5.1, 5.5, 5.a, 5. c

### 3. Result and Discussion

The findings resulting from the observation and analysis have been presented. Further details pertaining to the discussion and outcomes are provided as follows.

#### 3.1 Observation Result

The conducted observation captures the state of the Family Welfare Movement and highlights significant collaborations that are presently underway within the Family Welfare Movement.

##### 3.1.1 The Condition of Family Welfare Movement

The conducted observation provides insights into the political influence of the Family Welfare Movement within the local government, specifically the village administration. The observation revealed a consistent pattern where the leaders of the Family Welfare Movement were consistently the wives of the village head. This practice has become an informal tradition within the village, such that when there is a change in the village head, the leader of the Family Welfare Movement is also replaced with the spouse of the newly appointed village head. However, the composition of the members and the roles of the Family Welfare Movement remain unchanged.

In the local government's policymaking process, the participation of members from the Family Welfare Movement was not consistent. Their involvement in meetings was contingent upon the specific agenda being discussed. For instance, when the meeting pertained to the welfare of the village residents, the Family Welfare Movement was invited to participate.

The Family Welfare Movement enjoys full autonomy in carrying out their responsibilities daily and in the longer term. The organization does not require approval from other entities and can independently manage their finances, execute programs, and make decisions. Their sole requirement for permission arises when they intend to utilize the village's public buildings. This permission is primarily to ensure that there are no scheduling conflicts with other events. It remains unclear whether there exists a prioritization system for organizations seeking to use the village's public buildings. The Family Welfare Movement has been allocated a dedicated room within the Village's Administration Office. This space serves as their meeting venue, place to have private conversation between women both member or non-members and is occasionally utilized for conducting training sessions exclusively for its members.

##### 3.1.2 Women Empowerment Through Eco Print Training

The observation also includes records of ongoing events that involve a collaborative effort between the Family Welfare Movement and a private university in Surabaya. These events signify a lasting partnership between the private university and the Family Welfare Movement, serving as integral components of their Community Development programs.



Figure 5: Example of The Result of Eco Print From the Training

The primary goal of these initiatives is to empower women through skill training, starting from the basics. This training covers various aspects, including selecting the appropriate type and size of cloth, choosing cost-effective and readily available materials, and ultimately, creating their own Eco Print designs. These events, which have garnered participation from nearly every woman and girl in the village, equip them with the skills to produce marketable items. Crucially, this ongoing collaboration doesn't conclude once female participants become proficient in Eco Print production. Soon, the collaboration intends to offer additional training for women to enhance their ability to sell and market their handcrafted products effectively. This comprehensive approach is designed to enable women, both within and outside the Family Welfare Movement, to generate their own income, thereby promoting economic empowerment.

### **3.1.3 Dance Practice and Other Minor Events**

During the observation, the Family Welfare Movement also prepared for a performance in celebration of Indonesia's Independence Day, which required additional training that conducted after the Eco Print training. While this activity does not yield economic benefits, it holds the potential to strengthen the sense of sisterhood among its members. Through practicing together, they form closer bonds and engage in light conversations about the current situations of their families during practice sessions. This provides them with an opportunity for relaxation and informal discussions among women, fostering camaraderie. Besides event such as dance practice, the Family Welfare Movement also has periodical meeting between member that could be a space for women to talk to each other.

In addition to annual practices such as dance rehearsals, the Family Welfare Movement also organizes small-scale member-only events that occur periodically, typically once a month. These events may have different themes each month but serve as mandatory gatherings aimed at maintaining connections and fostering a sense of togetherness among its members.

### **3.2 Comparison and Discussion**

Various events and situations involving the Family Welfare Movement have been meticulously documented. The subsequent phase of this study entails a comprehensive comparative analysis to determine the extent to which the Family Welfare Movement, particularly in rural villages in Gresik, Indonesia, contributes to the empowerment of women in alignment with the Gender Equality goals endorsed by the United Nations. This comparative evaluation will encompass an assessment of each of the specified targets outlined in Table 1.

Target 5.1 emphasizes the cessation of discrimination against women and includes an indicator related to the availability of a legal framework for defending women's rights. The observation suggests that the Family



Welfare Movement does not possess the legal authority to establish such a framework or advocate for it. This situation may be attributed to a limited awareness of what constitutes discrimination and what does not. For instance, the Family Welfare Movement did not raise objections to their exclusion from nearly all meetings conducted by the Village's Administration. This lack of involvement in decision-making processes at the local level could potentially result in discrimination and women being underrepresented in policy-making processes.

Target 5.2 calls for the eradication of all forms of violence against women, both in the public and private spheres. The observation's conclusion indicates that there is no evidence of violence against women and girls in the observed area, and the Family Welfare Movement can be credited for this achievement. While the Family Welfare Movement may not possess legal authority to independently prevent violence, they have created a safe space for women to engage in conversations. This environment empowers women to openly discuss private issues, such as domestic violence, and collaboratively seek solutions.

Target 5.3 aims to eliminate harmful practices such as early marriage and genital mutilation. In the rural villages observed, these practices are non-existent. However, it's important to note that this achievement is not solely attributable to the efforts of the Family Welfare Movement. Instead, it is the result of collaborative work involving the entire village community to prevent early or forced marriages and genital mutilation among women.

Target 5.4 emphasizes the recognition of the value of unpaid care and domestic work. Despite the presence of conservative views in the observed rural village, the Family Welfare Movement plays a role in promoting shared responsibility between men and women. Through discussions and interactions within the Family Welfare Movement, married women have the opportunity to engage in conversations and comparisons regarding domestic work and responsibilities shared with their husbands. This has the potential to support the recognition of shared responsibility within households.

Target 5.5 focuses on providing women with opportunities for participation at decision-making levels. While there are no legal restrictions preventing women from occupying decision-making roles, concerns arise from unwritten rules within the village. Specifically, the unwritten rule stipulating that the leader of the Family Welfare Movement should be the spouse of the Village Head has both positive and negative implications. On the positive side, it can promote seamless cooperation between both organizations. However, on the negative side, it could potentially compromise the independence of the Family Welfare Movement.

Target 5.6 aims to ensure universal access to sexual and reproductive health and reproductive rights, with two defined indicators. The first indicator pertains to the proportion of women aged 15-49 who have informed decision-making regarding their health services. The second indicator relates to the number of laws that guarantee access to these services. The Family Welfare Movement has the potential to contribute to the achievement of the first indicator. Given their periodic skill improvement events, they could also organize awareness and information campaigns on sexual and reproductive health services. The observed Family Welfare Movement has already taken steps in this direction, albeit on a smaller scale and during occasional events, such as International Women's Day on March 8th. Expanding and regularizing such efforts could have a more significant impact.

While the Family Welfare Movement can contribute to raising awareness and providing information on universal access to sexual and reproductive health, ensuring the existence of laws that guarantee this access is a distinct challenge. To achieve the second indicator of Target 5.6, it is imperative to enhance the participation of women and the Family Welfare Movement in the decision-making processes related to these laws. This increased participation can play a crucial role in advocating for legal measures that secure access to sexual and reproductive health services for all.

Target 5.a emphasizes equal rights to economic resources, including access to land, property ownership and control, financial services, inheritance, and natural resources, in accordance with national laws. While the Family Welfare Movement's responsibilities do not extend into the realm of agricultural resources, they do play a role in promoting equal rights to economic resources for women.

Through initiatives such as skill training, such as the Eco Print program, the Family Welfare Movement strives to empower every woman in the village to generate income independently, without reliance on men or external parties. This approach aligns with the objective of providing women with equal opportunities to economic resources.

Target 5.b highlights the use of technology to promote women's empowerment. In the observed Family Welfare Movement, there are no restrictions or limitations on the utilization of technology. Consequently, the Family Welfare Movement has the freedom to employ technology in ways that advance women's empowerment as they see fit.

Similar to the second indicator of Target 5.6, Target 5.c also falls outside the purview of the Family Welfare Movement. Achieving this target would necessitate collaboration with external parties and stakeholders to bring it into fruition.

### **Conclusion**

The research has been successfully conducted, and the initial research questions have been addressed. Firstly, concerning the activities undertaken by the observed Family Welfare Movement to empower women in rural areas, it is evident that they have implemented a variety of activities, both minor and major, in support of women's empowerment. Minor activities include periodic meetings and dance training aimed at strengthening the bonds among women. During the observation period, a major activity was recorded, namely the collaboration between the Family Welfare Movement and a private university from Surabaya. This collaboration aimed to train women in the village in Eco Print production, which can generate income for women in the village, thereby enhancing their economic independence.

Secondly, the research question pertaining to the impact of the conducted activities on women's empowerment was addressed by comparing the activities and the situation of the Family Welfare Movement with the criteria for Women Empowerment outlined by the United Nations, categorized into three dimensions: Social & Human Empowerment, Economic Empowerment, and Legal Empowerment. Upon comparison, it is evident that the observed Family Welfare Movement plays a significant role in promoting women's empowerment in the rural village. In the category of Social & Human Empowerment, their efforts in raising awareness, disseminating information, and their position as a women's union with influence in the Village's Administration make a substantial contribution to women's empowerment.

In terms of Economic Empowerment, the Family Welfare Movement has organized numerous skill training activities aimed at helping women in the rural village generate their own income. However, in the third category, Legal Empowerment, it appears that more work is needed. This may be attributed to the primary focus of the Family Welfare Movement on ensuring the daily well-being of families, including provisions of clothing, food, and shelter, with less emphasis on legal rights. Further efforts may be required to address legal empowerment comprehensively.

The conducted research clearly indicates the existence of movements aimed at empowering women, even in rural villages in Indonesia. Despite their limited resources and political influence, these women's unions are dedicated to working towards a more equitable future. While they have made significant efforts, there are still certain aspects that require improvement and refinement within these unions, offering opportunities for further progress in the future.

### **Acknowledgement**

We would like to express our gratitude to LPPM (Community Service and Empowerment Institution) at STIESIA (Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya) for the funding received, which has been crucial in ensuring the continuity of this research. We would also like to extend our thanks to the editorial board of the International Journal of Latest Research in Humanities and Social Science (IJLRHSS) for their dedicated efforts and time spent in assisting with the publication process.

### **References**

- [1]. R. Helson and J. Picano, "Is the Traditional Role Bad for Women?," *J Pers Soc Psychol*, vol. 59, no. 2, pp. 311–320, 1990, doi: 10.1037/0022-3514.59.2.311.
- [2]. N. K. Arora and I. Mishra, "United Nations Sustainable Development Goals 2030 and environmental sustainability: race against time," *Environmental Sustainability* 2019 2:4, vol. 2, no. 4, pp. 339–342, Nov. 2019, doi: 10.1007/S42398-019-00092-Y.
- [3]. H. S. Astin and D. E. Davis, "Research productivity across the life and career cycles: Facilitators and barriers for women," *Scholarly Writing and Publishing: Issues, Problems, and Solutions*, pp. 147–160, Jan. 2019, doi: 10.4324/9780429305368-11/RESEARCH-PRODUCTIVITY-ACROSS-LIFE-CAREER-CYCLES-FACILITATORS-BARRIERS-WOMEN-HELEN-ASTIN-DIANE-DAVIS.
- [4]. M. Belarmino and M. R. Roberts, "Japanese Gender Role Expectations and Attitudes: A Qualitative Analysis of Gender Inequality," *J Int Womens Stud*, vol. 20, no. 7, Sep. 2019, Accessed: Sep. 07, 2023. [Online]. Available: <https://vc.bridgew.edu/jiws/vol20/iss7/18>
- [5]. M. Reichelt, K. Makovi, and A. Sargsyan, "The impact of COVID-19 on gender inequality in the labor market and gender-role attitudes," *European Societies*, vol. 23, no. S1, pp. S228–S245, 2021, doi: 10.1080/14616696.2020.1823010/SUPPL\_FILE/REUS\_A\_1823010\_SM6618.DOCX
- [6]. E. Sharma and S. Das, "Integrated model for women empowerment in rural India," *J Int Dev*, vol. 33, no. 3, pp. 594–611, Apr. 2021, doi: 10.1002/JID.3539.

- [7]. C. L. Anderson, T. W. Reynolds, P. Biscaye, V. Patwardhan, and C. Schmidt, "Economic Benefits of Empowering Women in Agriculture: Assumptions and Evidence," *Journal of Development Studies*, vol. 57, no. 2, pp. 193–208, 2021, doi: 10.1080/00220388.2020.1769071.
- [8]. G. Berik and Y. van der M. Rodgers, "Teaching development economics from a gender perspective," <https://doi.org/10.1080/00220485.2022.2144571>, vol. 54, no. 1, pp. 60–75, 2022, doi: 10.1080/00220485.2022.2144571.
- [9]. N. Laily and W. U. Dewi, "The Key Success Female Entrepreneurs Batik Jonegoro in Indonesia," *International Journal of Business Administration*, vol. 9, no. 2, p. 67, Feb. 2018, doi: 10.5430/IJBA.V9N2P67.
- [10]. G. Shannon et al., "Gender equality in science, medicine, and global health: where are we at and why does it matter?," *The Lancet*, vol. 393, no. 10171, pp. 560–569, Feb. 2019, doi: 10.1016/S0140-6736(18)33135-0.
- [11]. UN WOMEN, "Women in power in 2023: New data shows progress but wide regional gaps | UN Women – Headquarters." Accessed: Sep. 11, 2023. [Online]. Available: <https://www.unwomen.org/en/news-stories/press-release/2023/03/women-in-power-in-2023-new-data-shows-progress-but-wide-regional-gaps>
- [12]. Y. Cheng and S. Y. C. Lam-Knott, "Feminist politicization of the urban: young female students challenging spatial patriarchies," pp. 45–59, Jul. 2021, doi: 10.4324/9781003141532-4.
- [13]. M. T. B. Dalu, A. Manyani, and C. Masunungure, "Gender Inclusivity and Development in South African Public Urban Spaces," pp. 239–250, 2020, doi: 10.1007/978-3-030-25369-1\_15.
- [14]. M. Gardiner, EDUCATION IN RURAL AREAS Issues in Education Policy Number 4 Centre for Education Policy Development, Number 4. Centre for Education Policy Development, 2008.
- [15]. L. Bescher-Donnelly and L. W. Smith, "The changing roles and status of rural women," *The Family In Rural Society*, pp. 167–186, Jan. 2019, doi: 10.4324/9780429310829-10/CHANGING-ROLES-STATUS-RURAL-WOMEN-LINDA-BESCHER-DONNELLY-LESLIE-WHITENER-SMITH
- [16]. S. Nazneen, N. Hossain, and D. Chopra, "Introduction: contentious women's empowerment in South Asia," <https://doi.org/10.1080/09584935.2019.1689922>, vol. 27, no. 4, pp. 457–470, Oct. 2019, doi: 10.1080/09584935.2019.1689922.
- [17]. E. Bulte and R. Lensink, "Women's empowerment and domestic abuse: Experimental evidence from Vietnam," *Eur Econ Rev*, vol. 115, pp. 172–191, Jun. 2019, doi: 10.1016/J.EUROECOREV.2019.03.003.
- [18]. J. Yates, K. J. Shillington, P. Tryphonopoulos, K. T. Jackson, and T. Mantler, "'When I Decided to Leave, I Had Nothing': The Resilience of Rural Women Experiencing Economic Abuse in the Context of Gender-Based Violence," *J Rural Community Dev*, vol. 18, no. 1, pp. 1–18, Mar. 2023, Accessed: Sep. 07, 2023. [Online]. Available: <https://journals.brandonu.ca/jrcd/article/view/2225>
- [19]. B. Agarwal, "Does group farming empower rural women? Lessons from India's experiments," <https://doi.org/10.1080/03066150.2019.1628020>, vol. 47, no. 4, pp. 841–872, Jun. 2019, doi: 10.1080/03066150.2019.1628020.
- [20]. K. Tornius, "Staying with the Culture Struggle: The African Union and Eliminating Violence Against Women," *Afr Stud Rev*, vol. 65, no. 3, pp. 615–641, Sep. 2022, doi: 10.1017/ASR.2022.68.
- [21]. V. Corradini, L. Lagos, and G. Sharma, "Collective Bargaining for Women: How Unions Can Create Female-Friendly Jobs," *SSRN Electronic Journal*, Sep. 2022, doi: 10.2139/SSRN.4219409.
- [22]. A. Michael, A. K. Tashikalma, A. A. Kolawole, and M. O. Akintunde, "Rural Livelihood Improvement: An Assessment of Households' Strategies and Activities in Adamawa State, Nigeria," *J Rural Community Dev*, vol. 16, no. 1, pp. 1–22, Mar. 2021, Accessed: Sep. 08, 2023. [Online]. Available: <https://journals.brandonu.ca/jrcd/article/view/1821>
- [23]. A. Kuswardinah, "The effectiveness of family welfare movement program in slums," *Jurnal Pendidikan Vokasi*, vol. 10, no. 2, pp. 126–137, Oct. 2020, doi: 10.21831/JPV.V10I2.31976.
- [24]. M. A. N. A. Amin, D. Indriasih, and Y. Utami, "PEMANFAATAN LIMBAH PLASTIK MENJADI KERAJINAN TANGAN BAGI IBU-IBU PKK DESA MEJASEM BARAT, KECAMATAN KERAMAT, KABUPATEN TEGAL," *JurnalPengabdian Masyarakat Nusantara*, vol. 2, no. 1, pp. 35–41, Feb. 2022, doi: 10.35870/JPMN.V2I1.580.
- [25]. A. S. Hadi and A. Khairi, "Pemilihan Strategi Pemasaran di Era Digital pada Kelompok Ibu PKK Desa Gadingharjo," *Dinamisia :JurnalPengabdianKepada Masyarakat*, vol. 4, no. 1, pp. 127–132, Mar. 2020, doi: 10.31849/DINAMISIA.V4I1.3246.
- [26]. S. Qing, "Gender role attitudes and male-female income differences in China," *Journal of Chinese Sociology*, vol. 7, no. 1, pp. 1–23, Dec. 2020, doi: 10.1186/S40711-020-00123-W/TABLES/5.

- [27]. L. Arizpe and C. Botey, "Mexican agricultural development policy and its impact on rural women," *Rural Women and State Policy: Feminist Perspectives on Latin American Agricultural Development*, pp. 67–83, Jan. 2019, doi: 10.4324/9780429305184-5/MEXICAN-AGRICULTURAL-DEVELOPMENT-POLICY-IMPACT-RURAL-WOMEN-LOURDES-ARIZPE-CARLOTA-BOTEY.
- [28]. I. Elshaer, M. Moustafa, A. E. Sobaih, M. Aliedan, and A. M. S. Azazz, "The impact of women's empowerment on sustainable tourism development: Mediating role of tourism involvement," *Tour Manag Perspect*, vol. 38, p. 100815, Apr. 2021, doi: 10.1016/J.TMP.2021.100815.
- [29]. A. A. Nassani, A. M. Aldakhil, M. M. Q. Abro, T. Islam, and K. Zaman, "The impact of tourism and finance on women empowerment," *J Policy Model*, vol. 41, no. 2, pp. 234–254, Mar. 2019, doi: 10.1016/J.JPOLMOD.2018.12.001.
- [30]. H. Yu and L. Cui, "China's E-Commerce: Empowering Rural Women?," *China Q*, vol. 238, pp. 418–437, Jun. 2019, doi: 10.1017/S0305741018001819.
- [31]. G. Sen, "Gender Equality and Women's Empowerment: Feminist Mobilization for the SDGs," *Glob Policy*, vol. 10, pp. 28–38, Jan. 2019, doi: 10.1111/1758-5899.12593.
- [32]. K. W. Mihardja, T. Said, and L. Soedjahri, "Family Welfare Afloat," *World Health Organization*, pp. 14–15, 1992. Accessed: Sep. 18, 2023. [Online]. Available: <https://apps.who.int/iris/bitstream/handle/10665/51281/WH-1992-May-Jun-p14-15-eng.pdf?sequence=1&isAllowed=y>
- [33]. N. E. Setyowati, G. R. Al Farizi, R. M. Dewi, and O. Ovikariani, "The Effect of Peer Support Group Education Method With Booklet Toward The Self-Medication Knowledge of Group Pretest-Posttest Design On Family Welfare Movement Practitioners In Bumiayu Village Pati Regency," *International Conference on Health Practice and Research*, vol. 4, Jul. 2023, Accessed: Sep. 18, 2023. [Online]. Available: <http://ojs.stikestelogorejo.ac.id/index.php/ichpr/article/view/360>
- [34]. H. Hamia, I. Irnawati, M. Wahyu, S. A. Pratiwi, and W. Wahyudin, "Empowering a Family Welfare Movement Group through Lady Kaka," *JurnalPengabdiankepada Masyarakat (Indonesian Journal of Community Engagement)*, vol. 7, no. 1, pp. 55–59, Mar. 2021, doi: 10.22146/JPKM.46906.
- [35]. Y. Aman Serah, A. Yulastini, R. Setiawati, S. Ayu Septinawati, and W. Kalimantan, "PThe Role of Family Welfare Movement Team (TP-PKK) in Creating Child Protection in Fulfillment of Education Rights During the Covid-19 Pandemic," *Community Dev J*, vol. 5, no. 3, pp. 280–287, Dec. 2021, doi: 10.33086/CDJ.V5I3.1956.
- [36]. A. K. Murphy, C. Jerolmack, and D. Smith, "Ethnography, Data Transparency, and the Information Age," *Annu Rev Sociol*, vol. 47, pp. 41–61, 2021, doi: 10.1146/ANNUREV-SOC-090320-124805.
- [37]. E. S. Simmons and N. R. Smith, "The Case for Comparative Ethnography," *Comp Polit*, vol. 51, no. 3, pp. 341–359, 2019, doi: 10.5129/001041519X15647434969920.

### Author Profile



**Nur Laily** Born in Gresik she earn her doctoral degree at Airlangga University, Surabaya. Now assigned as head of research institutions and community service (LPPM) in *Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya*. As Head of LPPM, dealing with research is Nur Laily's routine. With a profound involvement in the field of management for an extensive period, Nur Laily's focuses her research on the topic of Management. Her research consistently addresses issues arising in the realm of management. Among various management topics, Nur Laily has become an expert in the field of Resource Management. She has published numerous papers, both nationally and internationally, showcasing her dedication to advancing knowledge in this domain. Lately, her research interests have been particularly drawn to the study of resource management at the micro-enterprise level, such as Small and Medium Enterprises (UMKM). Empowering villages, women, and communities has become the current focal point of her research endeavours.



**Vinza Hedi Satria** earned his master's degree in informatics from the Institut Teknologi Sepuluh Nopember (ITS), where the field of Informatics has become a significant part of his life. With a passion for the world of gaming since childhood, Vinza has transitioned his hobby into a more serious pursuit. Beyond merely creating games, he actively engages in research on both the intrinsic and extrinsic elements of games. Vinza's research focuses on exploring the educational aspects of games and delving into the algorithms related to game development. He is particularly interested in understanding whether games provide educational benefits to players. The intricacies of game development algorithms have become prominent topics that he regularly explores and works on.



**Ahmad Baihaqy**, a native of Surabaya, is a dedicated professional currently forging his career as a Lecturer at Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya (STIESIA). His academic journey commenced at Universitas Brawijaya Malang, where he earned his bachelor's degree in computer science with a major in Information Systems in 2018.

Ahmad's expertise in Business Process Management research not only enhanced his technological prowess but also enriched his understanding of the intricate dynamics of the business world. Motivated by a profound interest in management, he pursued advanced studies at Universitas Muhammadiyah Malang, culminating in the completion of his master's in management in 2020, with a specialization in human resource management research.



**Professor Budiyanto**, a revered figure in academia, holds a Doctoral degree in Management from UNTAG. He is the Head of the Doctoral in Management Program at STIESIA. With a distinct focus on Market System Development, Budiyanto's influential role spans across academia and research. His expertise, particularly in this evolving field, spearheads pioneering studies, shaping the discourse in Management. Beyond his exceptional leadership and academic contributions, Budiyanto's commitment to nurturing aspiring professionals amplifies his impact, solidifying his position as a visionary leader and educator in Management studies..



**Suwitho**, an accomplished academic, earned his Doctoral degree in Management from Brawijaya University. He currently serves as the Head of the Bachelor Management Program at STIESIA. Suwitho's primary research areas encompass Management Marketing and Entrepreneurship, where he leads pioneering studies and initiatives. His influential leadership within these disciplines extends beyond academia, marking him as a catalyst for innovative strategies and practical applications. Suwitho's dedication to advancing knowledge and nurturing talent underscores his pivotal role in reshaping the landscape of Management Marketing and Entrepreneurship, leaving an enduring impact within the academic and professional spheres..



**Nur Fatimatuz Zuhroh**, born on October 30, 1993, in Sidoarjo, embarked on an academic journey that has shaped her into a dedicated professional. She commenced her undergraduate studies at the Institut Bisnis dan Informatika Stikom Surabaya, now recognized as Universitas Dinamika, in 2012. In 2016, she successfully earned her Bachelor's degree in Information Systems.

Driven by a passion for advancing her knowledge, Nur Fatimatuz Zuhroh pursued her master's studies in Information Systems at the Institut Teknologi Sepuluh Nopember, graduating in 2021. Currently, Nur Fatimatuz Zuhroh holds a pivotal role as a permanent lecturer for the information systems study program at Sekolah Tinggi Ilmu Ekonomi Surabaya. In this capacity, she continues to contribute her expertise to the academic realm, shaping the next generation of professionals in the dynamic field of information systems.