

The Role of Village Women as the Main Support of The Family Economy in Indonesia

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ABSTRACT

This research aims to understand the role of village women as the main support for the family economy, using qualitative descriptive research. Data were collected using in-depth interviews, observation, focus group discussions and documentation. In-depth interviews were conducted with married women using purposive techniques. Observation was carried out with a women's organizations live strategy. Focus group discussions were carried out to sharpen the data. Data analysis using data reduction, data display, and data verification supported by triangulation. The result of this study is the role of village women as the main supporter of the family economy is influenced by several things, assistance from various parties who provide assistance to village women so that they can independently support the family economy is considered quite helpful, women can optimize their role because they have free space to participate in society, especially in the economic sector.

Keywords: family economy, economic support, village woman, independent woman, multitasking.



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INTRODUCTION

Almost all over the world today, families implement a patriarchal system or a social system that places men as the main power holders and men dominate roles in the family, so that many people think that women who play a higher role than men are at fault. social concept that occurs. Women should now be more independent, because women should not always rely on men (Brewster, 2005; Tang & Wang, 2011). The term independent refers more to women who are able to generate finances to help their family. Women who are financially independent will be able to improve family welfare, and can also prevent problems that often occur due to economic factors in the family. Not only related to the economic sector, but in terms of violence, child exploitation practices, and also underage marriage. This can further shift what was initially patriarchal to become postmodern which is currently more developed (Tetzlaff, 2019).

In economic terms, the role of women is quite important, especially in villages, many women are willing to help meet the family's needs by working or producing from their respective homes. The amount of poverty increased compared to previous years. The government's efforts are being made to reduce poverty. One of government efforts to tackling poverty is in the form of a public awareness program. In efforts to raise public awareness to overcome poverty, one thing that is often forgotten is the importance of caring for women so that gender

inequality does not occur. Everywhere, poverty always shows women's faces at the forefront. Many contemporary researchers reveal that in a poor family, women are always the lifeline for the family's economy, there are at least four roles of poor women in the family, namely: first as manager of family finances. , secondly as the person responsible for all domestic work, thirdly as the family breadwinner (Andari et al., 2023; Erman et al., 2002; İlkkaracan, 2012). The international commitment in the United Nation Millennium Declaration contains an important recommendation to be implemented in all countries, namely: "to promote gender equality and empowerment of women as effective ways to combat poverty, hunger and disease and to stimulate development that is sustainable. This international commitment emphasizes the importance of efforts to realize gender equality and empower women as an effective way to eliminate poverty, hunger and disease, as well as to support sustainable development (Hickmann et al., 2023; Leal Filho et al., 2022).

Gender equality and women's empowerment are always linked to women's participation in the economy, whatever the circumstances. Women's participation in the economy is often hampered by the task of bringing a new generation into the world. However, when pregnant and breastfeeding, women can still think and work well. Women are often considered a second-class group (subordinate) so they do not have the same rights as men. Women are considered only competent in carrying out

work related to household affairs. Assistance for women to get out of economic problems is by providing assistance so that they can be independent. One of the main tasks of women's assistants is to accompany women in planning, implementing and monitoring women's empowerment in the economic sector. Therefore, female companions have a strategic space in the mission to support the independence of village women. The role of female companions in increasing entrepreneurial independence can be seen from the readiness of a female companion because this is very necessary both in terms of experience, materials and readiness in supporting women's independence (Andriani et al., 2022; Md et al., 2022; Naguib, 2022).

The term mentoring comes from the verb to accompany, which is an activity of helping someone who needs to be accompanied for some reason. Previously, the term that was widely used was coaching. When the term coaching is used, it gives the impression that there are levels, namely there are coaches and there are those being coached, coaching is the person or institution that carries out the coaching. Another impression that emerges is that the coach is an active party while the coachee is passive or the coach is the subject and the coachee is the object. Therefore, when the term mentoring was introduced, it immediately received a positive response among community development practitioners, because the word mentoring shows equality and no one is superior to others, the active one is the one being accompanied. Mentoring is more helpful. Mentoring is an activity that is always carried out by social groups, such as teaching, directing or coaching in groups and being able to dominate, control and control the people they accompany. The scope of mentoring is more about a togetherness, harmony or equality approach. Mentoring is a community empowerment activity by placing assistant staff who act as facilitators, communicators and dynamists. Mentoring in general is an effort to develop society in the various potentials that every society has towards a better and more decent life. Apart from that, mentoring also means assistance from other parties who voluntarily accompany a person or group to meet the needs and solve the problems of each individual or group (Baxter et al., 2022; Crespi & López González, 2023; Eyal et al., 2023; Uribe-Toril et al., 2022).

A group needs to be accompanied because they feel unable to overcome problems on their own, and the task of the companion is to accompany the group (Primayanti et al., 2022). It is said to accompany because the person carrying out problem solving activities is not a companion, but the companion only plays a role in facilitating how to solve problems together with the community, starting from the stage of identifying problems, looking for alternative problem solutions to implementation. In problem solving efforts, the role of mentoring is only limited to providing alternatives that can be implemented, the mentoring group can choose the appropriate alternative to take. The role of the mentor is

only limited to providing enlightenment in thinking based on logical cause and effect relationships, meaning that the mentoring group is made aware that every alternative taken always has consequences, so it is hoped that these consequences will be positive for the group (Griffiths, 2023).

Mentoring has a very important role in determining the success of women's empowerment programs. Linton states that role theory describes social interaction in terms of actors playing according to what is determined by culture. Apart from the social interactions that occur, there is also a need for assistance so that we can monitor each other. For the success of community empowerment programs, in accordance with the principles of empowerment, community empowerment really needs to pay attention to the importance of community participation. a community companion is often realized in his capacity as a companion, not as a healer or problem solver directly. Mentoring has a very important role in determining the success of community empowerment programs by paying attention to the importance of community participation in accordance with the principles of empowerment (Berg & Miller, 2023; Hussin & Aziz, 2021; Johnson, 2023). Payne states that the main principle of mentoring is to make the best use of the client's resources. In line with the strengths perspective, community assistants do not view clients and their environment as systems that are passive and do not have any potential, but are seen as social systems that have positive strengths and are beneficial for the problem solving process. Based on Payne's statement, it can be seen that community assistants view society as an active system and has potential (Pheko et al., 2019).

Mentoring refers to efforts to make it easier for anyone to solve the problems they face. Assistance refers to efforts to make it easier for anyone to solve the problems they face. Mentoring is a strategy that really determines the success of community empowerment programs. Mentoring is a strategy that really determines the success of community empowerment programs. Role expectations are a shared understanding that guides individuals in their behavior in everyday life. A person who has a certain role is expected to behave in accordance with that role, just as someone motivates members or groups they support to improve the quality of their human resources because they are their companion. From the opinions of the experts, it can be concluded that mentoring is an activity that is always carried out by social groups by placing supporting staff who act as facilitators, communicators and dynamists. Mentoring in general is an effort to develop society in the various potentials that every society has towards a better and more decent life. The group being accompanied feels unable to solve the problem on its own, and the task of the mentor is to accompany the group and facilitate ways of solving problems with the community, starting from the stage of identifying problems, looking for alternatives. problem solving to

implementation. Mentoring has a very important role in determining the success of women's empowerment programs, as well as motivating members or assisted groups (Kurdve et al., 2020; McDowall & Doyle, 2023; O'Dowd et al., 2020; Schaefer et al., 2020).

It is still unclear from earlier academic's research that have attempted to see the role of village women as the main support of the family economy in Indonesia. It is possible to identify the problems related and given the justification. The research question is: how is the role of village women as the main support of the family economy in Indonesia? The researcher conducts a qualitative approach to obtain a better finding.

METHOD

This research uses a descriptive qualitative approach in accordance with the research objective, to describe and understand a phenomenon, event, social activity, attitude, belief and perception. Qualitative research can be applied when the research problem still needs to be explored in more depth because previous theories or concepts were deemed not to have captured the complexity of the problem being studied. The qualitative research approach produces descriptive data in the form of words or writing that can be observed from the subjects and research objects themselves (Creswell, 2013).

Data collection in this research was interviews, observation and documentation. Interviews are seeking information directly from sources or informants who are directly involved. Observation is observation carried out on the subjects and objects of research. Relevant documentation was collected from various sources such as news on the internet and literature (Creswell, 2013). Data analysis in this research uses 3 steps, namely data reduction, data presentation, and data verification, which refers to the interactive model. Data reduction is selecting relevant main data, data presentation is presenting data in a form that is easier to understand, and data verification is drawing meaning and concluding the main themes from research results (Miles & Huberman, 1994).

In qualitative research, the terms credibility, transferability, auditability and confirmability are known. Credibility is an aspect of truth that is done by triangulation or comparison. Transferability is the application of this research to other research so that it can be understood in detail, clearly and systematically. Auditability means that it can be tested by examining the entire research process, from designing to making conclusions, which can be traced. Confirmability is that the research results are agreed to be accepted (Creswell, 2009). In this research, credibility is carried out by extending observations and carrying out member

checking, namely discussing with sources or informants, and triangulation is carried out by comparing interview data sources and other data collection techniques, namely observation and documentation.

RESULT AND DISCUSS

From field findings then can be concluded that organizing village women's assistants as a support for the family economy is a requirement become a companion for women entrepreneurs must have commitment, relevant knowledge and skills as well as sufficient field experience, as well as strong passion. Apart from that, companions are expected to be able to learn and sharing experiences with their companions, therefore companions must prepare themselves with entrepreneurship knowledge to improve business quality and productivity, including digital marketing knowledge. The mentor should have the ability to solve problems so that the mentor must have competence and have high integrity and have certification in the field of Micro Small Medium Enterprises (MSME). But there are also companions who assist voluntarily without having a certificate. Educational backgrounds also vary, some are from industrial management and have received special training as instructors for small industries. Apart from that, entrepreneurship knowledge can be done by taking part in non-formal education or taking part in entrepreneurship training.

Meanwhile, the recruitment process for female business assistants uses detailed and clear job descriptions, so that can recruit potential companions who meet the requirements. Recruitment is carried out through social and online media, as well as the MSME community itself. Some become companions because of their own initiative or advice from their parents. Job descriptions help prospective applicants prepare themselves well. There are prospective companions who have received a job description before the recruitment process, with the hope of improving their knowledge, management, reporting and skills so that they can carry out their duties well. The assistance provided can realize community welfare and develop the productivity of business actors. It is important for prospective assistants to receive training first so that they can become professionals and can increase the business productivity of women entrepreneurs in the village.

Before going to the people they are assisting, the assistant needs to build cooperation with all parties, including meeting their village government, for permission and submission of TOR (Terms of Reference) for mentoring activities. Facilitators need to partner with financial institutions that will support capital for women business actors in the village. Collaboration with digital platforms is also carried out by assistants before accompanying women entrepreneurs to maximize their businesses, as well as collaboration with several gift shops and souvenir centers that sell MSME products. Collaboration with all parties is carried out for goodness and success in

providing assistance. Apart from that, collaboration before mentoring was also carried out with the youth, with the hope that the village youth could help business women in terms of digitalization and marketing. Collaboration is also carried out with Village-Owned Enterprises in the form of tourist destinations in the village for the purposes of marketing products for women entrepreneurs.

The role of youth club is also quite significant in helping women business people in designing logos and product packaging for women business people and also in digital marketing. The assignment of assistants was carried out to facilitate women business actors in the village in improving the quality of their businesses, especially after the pandemic. The role of the companion is very crucial, namely developing entrepreneurial skills and management and maximizing the use of digital platforms. Mentors are given the task of sharing knowledge and assisting women entrepreneurs so they can learn financial literacy and business literacy. Companions receive mentoring assignments with different targets. They carry out the tasks given to help women entrepreneurs who need solutions in developing their businesses. The ongoing assistance aims to assist women business actors in villages in solving problems and challenges related to costs, financial management, human resources, product development, production and marketing. The companion motivates, helps develop, facilitates connecting with stakeholders, finds and handles problems with the right solution, and increases business turnover. The role of a companion is quite important and beneficial for the success of MSME in advancing to class, namely as a motivator, business consultant, helping to access funding and financing, promoting products, providing business, managerial training and expanding marketing networks.

Companions must have adequate knowledge and expertise, a sense of ownership, and integrity. Assistance to MSMEs will provide a means of developing insight and techniques to support better and more sustainable business continuity. There are many problems faced by women business actors such as financial constraints, legality, branding, product quality, financial management and product marketing. Therefore, companions are present to provide understanding regarding financial literacy, legality and licensing, product quality development, packaging design and promotional media. Facilitators also have the task of developing the human resources of female business actors and increasing product competitiveness.

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programs, because the purpose of evaluation is to determine the values of the program being evaluated.

From the field findings above, it can be concluded that there are doubts and uncertainties that women face when starting a business, and how they can overcome them by focusing on goals and developing skills. Starting a business not only requires financial capital but also life skills and risk management. Women should avoid overthinking and comparisons with others, and instead focus on differentiating themselves and finding their own way. They should also seek support and guidance from business partners or mentors to overcome challenges and doubts. Thus, efforts are needed to encourage women to reflect on their goals and values and use them as a guide in building their businesses. Women entrepreneurs need to separate personal and business finances by opening separate bank accounts. This helps avoid bankruptcy and makes it easier to prepare financial reports. Apart from that, recording cash flow every day is also important to know the financial condition of the business. With guidance and the use of online financial applications, women entrepreneurs can manage their finances more orderly. The profits obtained need to be set aside for business development, investment and reserve funds. Digital marketing is considered easy, cheap and effective for marketing MSME products online without being bound by distance and time, however, some women entrepreneurs in rural areas have difficulty learning digital marketing. Mentors have an important role in improving the human resource competence of women business actors by providing assistance and sharing knowledge. To motivate business people, assistants present communities and success stories through online and offline media. Business actors who have successfully marketed their products are happy to share their knowledge and experience so that others can also learn and be successful by marketing their products online. Packaging also needs to be considered with a simple and attractive design so that it will attract potential buyers. Humans are visual creatures, therefore packaging needs to have attractive images that match the product inside. Meanwhile, the legality of the product and the efficacy of the product can be stated on the packaging, thus increasing the sense of confidence for potential buyers to buy the product. If the product packaging is unique then sales will increase. Recycled materials can also be an alternative for product packaging, apart from being unique, attractive, they are also economical and environmentally friendly. Packaging is not only for wrapping products, but also as a marketing medium that is considered effective in attracting potential buyers to buy the product. From the start, women entrepreneurs want to help meet their family's economic needs.

Therefore, their mentors always encourage them to focus on their business so that it is not just a part-time job. They must do their efforts with their heart and on their own initiative, not because of anyone or because they follow trends. For this reason, they must continue to

learn so they can innovate their products. The people closest to them, namely their husband and family, must support them so that their business can be successful. The role of mentors is quite significant for women business actors, namely to continue to provide support to them so that their enthusiasm continues to burn in production. To keep them enthusiastic, they can join an entrepreneurial community which consists of business people. By joining this community they can motivate each other to remain enthusiastic about running their respective businesses. Licensing for every MSME actor is very important. This legality or business permit is given by the government to business actors so that their products are legally valid, so that it will have a very good influence on the development of their business. Arranging a business permit is quite easy, it can be done online, for free and accompanied by a companion, but there are women business actors who are hesitant about processing permits because of the lack of complementary facilities for production. For those who already have a permit, they will be guaranteed legal protection, and will also increase consumer trust so that it will be easier for business actors to develop their business. If you already have a permit, your partner or anyone else will not hesitate to participate in marketing their products, it also makes it easier for women entrepreneurs to borrow money from financial institutions as additional capital for their business, because financial institutions will provide financial assistance for entrepreneurs who already have complete permits. So the assistant ensures that they have complete business permits in order to obtain facilities that are profitable for the business actors themselves.

The village government helps facilitate women business actors with the existence of a women's cooperative in the village to help increase capital for women business actors so that their businesses can develop further. Apart from that, the village government can support the equipment needed by women entrepreneurs, but the requirements for application must be community-based. Facilitators suggest to women business actors for additional assistance with equipment and capital, namely through women's cooperatives. The women's cooperative in the village is intended for MSMEs who want to increase business capital or borrow to buy equipment to support their business. This cooperative was founded with the aim of helping MSME members develop their businesses to make them even better. There are sharia pawnshop institutions that can provide low-interest loans to MSMEs with easy conditions so that MSMEs can progress and move up in class. Therefore, the assistant also advised business actors to use sharia pawnshops as an institution that can help with their capital. There are sharia pawnshop institutions that can provide low-interest loans to MSMEs with easy conditions so that MSMEs can progress and move up in class. Therefore, the assistant also advised business actors to use sharia pawnshops as an institution that can help with their capital. There are sharia pawnshop institutions that can provide low-interest loans to

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From the field findings above it can be concluded that to achieve economic independence for village women is not easy, it requires struggle and also support from the people around them, especially family support. Therefore, husbands should support when their wives want to try with the aim of helping and strengthening the family economy. Classic problems that are often experienced by business actors in villages are related to capital, marketing, product quality and business management. Apart from the lack of access to capital, the obstacle faced by women business actors in villages is the lack of market access. They don't really understand market needs and the goods that consumers like. This is because women business actors in the village do not follow information about what kind of products are in demand by the market. But after the presence of a mentor, they are given knowledge and strengthening through a mentoring program so that women business actors in the village understand that market information and technology are important enough so that they are not hampered in moving forward and competing with other products. Apart from that, another problem is that their education level is relatively low due to their low economic level, because low education causes women business actors to be less quick in accessing business or business information and services which are very useful for the development of their business.

The role of the family and community in supporting the economic independence of village women is very important, because their support is especially support from the family is a form of agreement to be able to carry out activities outside of domestic work. If women can be economically independent, it will ensure that their families are prosperous so that women's role can determine the direction of their family's future. Woman who can be independent and economically prosperous can determine the future of their children, family and surrounding environment, especially if they are supported and assisted by their family and surrounding community as workers and also participate in marketing their products. There are also women whose desire to be economically independent is hampered by their families, especially their husbands, and society because of patriarchal culture which still thinks that women are not just worth it in the domestic area only. In fact, economic independence is one way to deal with the problem of violence against women, because family prosperity starts with women's independence. Women who are economically independent can contribute to improving the social environment so that they can reduce the rate of domestic violence, and can also create employment opportunities for other women. Therefore, support from all parties, including family, community, government, private sector as well as stakeholders, can optimize their role in improving the quality of life of

women so that they can be independent and actualize themselves in a quality manner. Women's motivation to be independent includes that women want to fulfill their own needs and the future needs of their children. Support from the community by purchasing and consuming products from women entrepreneurs as a form of appreciation for women's businesses. The community needs to provide positive responses and become a motivator for women entrepreneurs in improving the family economy. The government can also support the provision of business capital loans for the sustainability of their businesses to improve the standard of living for themselves and their families.

Village women can do various forms of business to improve their family's economy. One way is by selling other people's products to meet family needs. Even though the proceeds from these sales are not much because they are still on a small scale, this income is able to support their family's economy, so this is not merely to fill their free time but to earn additional income. Women work to meet the family's needs because their husbands' income is insufficient to meet their daily needs. A woman's desire to be able to set aside the income she earns by saving for her children's future. They can use the land around their house to plant garden grass which has great potential in the village. Women who help their families to meet their household needs is not as easy as imagined, they must have skills and knowledge that support their new job. There are also village women who want to help improve their standard of living and help their husbands to provide for the family financially by trying to make a product. The products they will make should be adapted to the potential that exists in their village. Utilizing local potential will certainly influence the supply of cheap and easy to obtain raw materials. By utilizing the local potential in the village and carrying out businesses related to daily activities, it will make it easier for village women to try to improve the family economy. Even though women are not the backbone of the family, but women are entrepreneurs only to help with deficiencies or increase the family's economic income. Many factors cause women to take up entrepreneurial work to help with the family economy and household needs. Firstly, because women want to be independent and have their own savings for their old age, it is also a source of pride that women can provide for themselves and buy their own needs without asking their husbands for money. Having your own income is satisfying and also increases a woman's self-confidence, as well as being able to learn something new to increase skills and knowledge, therefore if a wife wants to help her husband to meet the family's needs and increase family income, she can do so in many ways, starting with from gardening. Building an independent business for village women is not easy, there are things that need to be prepared and that is the most important thing for starting a business, namely mental preparation because this is the biggest obstacle when village women want to start a business. Capital also needs to be prepared to start a business.

The capital doesn't have to be large for the first time, because even small capital can be used to start a business. Apart from that, there are also important things that women entrepreneurs must have as a stage for building an independent business. Another stage that must be passed in building an independent business is insight or knowledge related to the business that will be carried out. Those starting a business should start from the type of business they like, Then a field survey was carried out regarding products that were trending and that were liked by potential consumers. Likewise, capital must be prepared, but avoid loan capital, a little capital first, the important thing is personal money because you are just starting a business. You can choose the right time to start a business. Meanwhile, the type of business must have distinctive characteristics or be unique so that it becomes an attraction for potential buyers to buy the product. And finally, there is a strategy for marketing products or promotions so that people know about the products we produce. Moreover, nowadays promotions can be done in online media, which is cheaper and more profitable. The strategy of this woman entrepreneur is different, because she built an independent business from her hobby and promoted it by sharing her products for free with friends, relatives, Another stage that must be passed in building an independent business so that the business can develop and be successful is related to proper financial management. They can record the inflow and outflow of money, and if there is a balance, they can save it. By saving a little profit regularly, they can later allocate the available funds to increase capital to develop their business. Building a business through proper planning and management must have a special strategy so that the business that has just been started can run effectively and efficiently. Starting from products that must be unique or have characteristics that can be seen, one of which is from the product logo and also the product packaging. Business actors can also look at the target market to find out what kind of products potential consumers want. Digital marketing strategies can also be carried out by women business people by utilizing digital marketing, using e-commerce or marketplaces, which provide a means of promoting MSME products more easily and the results can reach all of Indonesia and even the world.

Another promotional strategy is to provide discounts, discounts, cashback, buy two get one free, or other types of promos to attract potential consumers to buy MSME products. And the most important thing in building an independent business is to be consistent and stay focused on your business Another promotional strategy is to provide discounts, discounts, cashback, buy two get one free, or other types of promos to attract potential consumers to buy MSME products. And the most important thing in building an independent business is to be consistent and stay focused on your business Another promotional strategy is to provide discounts, discounts, cashback, buy two get one free, or other types of promos to attract potential consumers to buy MSME products. And the most important thing in building an independent

business is to be consistent and stay focused on your businesshe is involved in it and is not afraid of the risks he will encounter later, because many business people fail when their business starts to develop. This is because they are not focused on their initial business, and want to try something new, namely a new business. Likewise, don't be afraid of the risks you will face, because whatever it is, there are risks and challenges. For this reason, women business actors must always be alert and try to find the best solution for developing their business. Women business actors in villages need strategies to expand markets and increase product competitiveness. Strategies that can be implemented to expand the market and increase the competitiveness of products produced by village women are by marketing their products through digital platforms or online marketing so thatIt is hoped that they will be able to compete with other products on the market. Participating in bazaars or MSME product exhibitions is also a strategy to expand the market, so this is the caseis one way to present MSME products to many people. And through this bazaar, women entrepreneurs can attract other consumers so that they can expand their business network which will help a lot in developing their business.

Apart from taking part in the bazaar, women entrepreneurs can also join MSME community which is a forum for MSMEs to exchange information and develop relationships related to MSMEs as well as a source of appropriate information, mutual support and also as a medium for cooperation. The development of information and technology collaboration networks for women business actors is very necessary for market expansion by utilizing the market. A marketplace choice that has cut costs, distance and time so that everyone has the same time to do business. E-commerce is also a technology system for marketing the most popular MSME products today. There are many sites that can be used so creating several marketplace accounts can help reach many customers. Social media is also the best and most effective means for promoting MSME products in this digital era. Creating a website for a business can also be an effective MSME development strategy. Websites can make MSME businesses more credible. Consumers can order products directly from online catalogs that are easy to access anywhere and at any time, so they can reach more customers. Apart from that, a strategy that can be used to expand the market and increase product competitiveness is collaboration with gift shops. Therefore, the existence of a gift shop becomes a promotional forum as well as a means of marketing products for MSMEs or women entrepreneurs, so that their products can be known not only among the local area but also from outside the region. It is hoped that the existence of this gift shop will provide motivation, enthusiasm and hope for MSMEs or women business actors to be able to improve the quality of their products. Likewise, promotion to government agencies and also educational institutions is a strategy for women business actors to expand the market.

Village women's business development so they can expand markets and increase competitiveness can be done by opening outlets or MSME galleries. UMKM Gallery or outlet for MSMEs to encourage women entrepreneurs in developing product creations and innovations. UMKM Gallery or outlet for MSMEs to encourage women entrepreneurs in developing product creations and innovations. P UMKM Gallery or outlet for MSMEs to encourage women entrepreneurs in developing product creations and innovations. P This support for the promotion of MSME products really needs to be carried out on an ongoing basis because many MSME products are extracted from each MSME, so that product information can be conveyed widely to the public who are potential consumers of MSME products. Therefore, there must be a quality control team to screen MSME products so that women business actors also know what products are suitable for sale and what quality products for MSMEs are acceptable to consumers. A support system is very necessary to support the economic independence of village women, including support from the government, community institutions and the private sector by facilitating and empowering village women as business actors. The MSME community is a support system for women business actors. The role of the MSME community is very important in supporting fellow women entrepreneurs, especially when members of the community experience difficulties. They encourage each other and can also advertise each other's friends' or other members' products, and it is also a platform to continue to strive for entrepreneurship and improve the quality of their products. Apart from that, support can be provided by financial institutions, namely women's cooperatives, so that MSMEs can survive in running their businesses and help them when there are difficulties related to financial problems. MSME mentors are a support system for women business people, because they are here to assist MSMEs so they can progress and remain enthusiastic about fighting to improve the quality of their products.

MSME Facilitators assist women business actors to remain focused on developing MSMEs. The government as a support system for MSMEs also really supports the independence of village women by providing assistance to business actors/UMKMs to be able to develop their businesses so they can move up in class. The government is making every effort to improve the quality and quantity of MSMEs. In order for MSMEs to be immediately successful, progress rapidly and be competitive, guidance from MSME assistants needs to be carried out intensively. Coaching and mentoring MSMEs is the key to building MSMEs so they have competitiveness in society. MSME assistance can be provided for various things, from business planning, product packaging, to ensuring the quality of MSME products. Assistance and coaching for MSMEs is the key for MSMEs to be successful, progress rapidly and be competitive. Other support from the government for women business actors, namely Promotion of MSME

products so they can be known among the community can be facilitated by the government as a form of government support for the economic independence of village women through promotion of MSME products.

Next, the private sector will support MSME products by opening outlets or shops that sell MSME products, so that The private sector also supports the independence of village women by creating shops to sell MSME products. The sustainability of the process of increasing village women's independence requires a strategy, namely that they continue to be motivated through entrepreneurship training so that they better understand the principles and strategies of good and innovative entrepreneurship. The training also aims to ensure that they have entrepreneurial skills, work ethic, responsibility, discipline and independence for women entrepreneurs, and so that they can understand and carry out practices regarding building networks, financial literacy, use of technology and social media, and market control. so that they can maximize the use of technological devices to advance their products/UMKM products. Likewise, their mindset also needs to be changed regarding their mindset in trying to achieve independence. This entrepreneurial activity needs to be continuously accompanied, so that they will continue to learn and also improve their shortcomings so that their skills regarding managing a business can improve, as well as regarding financial management, business licensing, digital market surveys, and so on. The training provided by MSME assistants is very useful and further strengthens women business actors to enter digital-based markets. Promotion of MSME products can also be pursued in the form of product catalogs, therefore intensive assistance in terms of promotion really needs to be carried out on an ongoing basis, so that product information can be conveyed widely to the public who are potential consumers of MSME products.

The government's role in supporting women business actors to continue to survive in running their businesses is by provide capital loans for them to become entrepreneurs. Capital support from the government can be done by establishing cooperatives so that they can improve their standard of living. The government is expected to care more and pay attention to the welfare of women business actors so that they can improve their family's economy, because the process of sustaining village women's economic independence must receive support from the government. The government's attention to women in particular can be further increased, because what women business actors need is the continuation of empowerment programs so that they can have life skills that can be used to live their lives in the family. If these women can be empowered, the family's economic resilience will also improve and become more prosperous. Apart from that, the village government supports women business actors to continue to improve the sustainability of the process of increasing village women's independence by facilitating BUMDes (village-owned business entities) as a forum for

MSMEs. The formation of BUMDes as a forum for increasing community entrepreneurial creativity whose capital management system is assisted by BUMDes by providing assistance in the form of savings and loans to women business actors so that they can improve their family's economy. The role of BUMDes in increasing the income of women business actors is very significant, because BUMDes' position here is used as investors with a low percentage of return on funds, so that the community can manage it well, and there is regular evaluation and monitoring of BUMDes carried out on the MSMEs themselves.

This research produces field findings regarding organizing village women's companions as a support for the family economy that an effective female companion needs to have entrepreneurial knowledge and digital marketing skills. They must also have BNSP certification in the field of MSME assistance and have high integrity. In the recruitment process, clear and detailed job descriptions must be used to ensure that companions have good preparation and can collaborate with all related parties. Facilitators must collaborate with financial institutions and gift shops that sell MSME products and build good and sustainable relationships with local communities. Assistance provided by village women's assistants can bring prosperity to the community and increase the productivity of business owners. To achieve this goal, Facilitators need to build relationships with youth organizations and Bumdes and improve the quality and productivity of the businesses they support. All cooperation carried out must be carried out for the common good and success. At the end of the mentoring, evaluation with the aim of improving or modifying ongoing programs, and also to assist in planning future programs.

CONCLUSION

The role of village women as the main supporter of the family economy is influenced by several things, assistance from various parties who provide assistance to village women so that they can independently support the family economy is considered quite helpful, women can optimize their role because they have free space to participate in society, especially in the economic sector to make a living Their needs, to be able to play a continuous role in society, must have knowledge and skills, especially in the economic field. It is hoped that carrying out this research will be able to inspire women not to hesitate to take a role in society so that their lives and their families can be economically guaranteed, and that parties who are actually able to provide assistance to this phenomenon are able to contribute at any time.

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