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**INNOVATIVE APPROACH TO WOMEN'S ECONOMIC EMPOWERMENT  
THROUGH MSMES: A CASE STUDY OF PRENEUR LAMONGAN MEGILAN IN  
MADURAN DISTRICT**



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**Abstract**

This research aims to analyze women's economic empowerment strategies through a community-based MSME program known as Thug (Preneur Lamongan Megilan) in Maduran District, Lamongan. This program is designed to improve women's skills, competitiveness, and economic independence through micro, small, and medium enterprises (MSMEs). This research will highlight the role of women in the local economy, the challenges faced, and the socio-economic impact of this empowerment on the well-being of families and communities. This study uses a qualitative method with a case study approach to explore the dynamics in the field. The results of this study are expected to provide deeper insight into women's contribution to local economic development and provide appropriate policy recommendations to support women's economic empowerment in Lamongan. Thus, it is hoped that the Thug program can continue to develop and provide real benefits for the local community. The success of this program is also expected to be an inspiring example for other regions in an effort to improve community welfare through community-based MSMEs.

**Keywords:** Economic Empowerment, Women, MSMEs and Thugs

## INTRODUCTION

Women in Maduran generally work as factory workers, farm laborers, small traders, or local artisans. They often face limited access to capital, education, and skills training needed to boost their economic ventures. In addition, women also often have to take care of households and children, so the time and energy to develop their businesses is limited. With this MSME program, it is hoped that it can provide encouragement and support for Maduran women to develop their economic potential and improve the welfare of their families and the surrounding community (Wahyu, Arif, and Ajeng 2022). They often do not have the same access as men to economic and educational opportunities. These limitations lead to high levels of poverty among women, as well as a lack of economic independence that can improve family welfare. Therefore, the MSME program is expected to provide solutions to improve the welfare of women and society as a whole. By providing training, business capital, and wider market access to women. They are expected to become independent and increase family income (Marthalina 2018).

In addition, support from the government and non-profit organizations is also needed to address the gender gap in access to economic and educational opportunities. Through inclusive policies and programs that support women's empowerment, it is hoped that it can create a more equitable and equitable environment for all individuals. Thus, not only women will feel the benefits, but also the entire community will be able to enjoy the positive impact of this welfare improvement. However, a detailed example of the counter is when the government does not provide enough support to women in rural areas to access skills training or business capital (Kune, M. Rifa'i, and Willy Tri Hardianto 2023). This can lead to a larger gender gap, as women do not have the same opportunity to be independent and increase their family income.

It is exacerbated by the lack of access to adequate education and health services. For example, women in rural areas often have to travel long distances just to access adequate health services, which requires greater costs and time. In addition, gender stereotypes that are still firmly embedded in society are also an obstacle for women to develop their full potential (Thomas, Margo, César Córdova-Novion, Arjan de Haan, Gimena de León, Maxime Forest 2018). Therefore, it is important for the government and society to work together in creating an environment that supports gender equality and women's empowerment as a whole.

Through this program, women in Lamongan, especially Maduran sub-district, can develop skills and gain access to a wider market, thereby increasing family income and welfare. Thus, concrete steps like these can help reduce the gender gap and provide equal opportunities for women to thrive in various aspects of life. In addition, support from the government and the community is also very much needed so that empowerment programs such as Thug can continue to run and provide maximum benefits for women in Lamongan.

## REVIEW OF LITERATURE

### Women's Economic Empowerment Theory

Women's economic empowerment is an important concept in an effort to increase women's participation in development. According to women's economic empowerment theory, efforts to provide equal opportunities for women in terms of access and control over

economic resources can help improve the overall well-being of women and their families (Nabilatul, Fadjar, and Mochammad 2023). Thus, women's economic empowerment not only has an impact on women themselves, but also on society at large. Therefore, support from various parties, including the government and the community, is very much needed in the implementation of women's economic empowerment programs.

Women's economic empowerment theory includes a variety of perspectives that explain the importance of financial independence, access to resources, and societal change. These theories are critical to understanding how to lift women economically and socially, thus contributing to broader development goals (Mnn et al. 2023). Feminism in poverty theory emphasizes the need for equal education and opportunities for women to achieve financial security and reduce gender inequality. This approach advocates policies that guarantee equal wages, promotions, and educational opportunities for women, which are essential for their economic empowerment (N. Rohmah 2017). And with the principle of "leave no one behind" is at the heart of this theory, showing that society's acceptance and respect for women's roles are necessary for their economic empowerment (Elmi, Simba, and Jomo 2016).

For example, in many developing countries, women often do not have the same access as men to formal education and decent job opportunities. Therefore, through the implementation of policies that support gender equality, such as women-specific scholarship programs and skills training, can help reduce the gap. However, in some developed countries such as the United States, although women have equal access to education and employment, they still face a significant pay gap compared to men who do the same work (Nabilatul, Fadjar, and Mochammad 2023). This shows that the issue of gender equality is not only related to access, but also to discrimination in respect of women's contributions in the workplace.

### **Previous Studies on Empowerment through MSMEs**

Empowerment through Micro, Small, and Medium Enterprises (MSMEs) is a multifaceted approach that addresses the critical challenges faced by these businesses, especially in areas like Malang Raya. The MSME Empowerment model specifically targets capital, marketing, and human resource issues, which are essential for driving sustainable growth and poverty eradication in the area (Ermawati, Pujiyanto, and Mardiana 2024). Islamic Microfinance Institutions, such as Baitul Maal wat Tamwil (BMT), play an important role by providing financing and assistance to MSMEs that do not have access to traditional banking services, thereby improving operational capabilities and overall well-being (Nugroho 2015). In addition, government initiatives such as the Technology Program for Regions combine state support with market-based strategies to improve the competitiveness of MSMEs, showcasing a successful empowerment model (Kniazieva, Kolbushkin, and Smerichevskiy 2017). In addition, various government schemes offer financial assistance, subsidies, and capacity-building efforts, which are crucial for improving MSMEs' access to finance through credit guarantees and government-backed loans. Collectively, these strategies create a strong framework for empowering MSMEs, ultimately contributing to economic development and poverty alleviation.

Women have great potential to contribute significantly to the economy if given the same opportunities. Therefore, it is important for governments and relevant institutions to continue to promote policies that support gender equality and provide fair opportunities for

women to thrive in various fields. In addition, there needs to be an effort to change the stigma and social norms that limit the role of women in society and the world of work. Thus, it can be expected that the gender gap can be minimized and women can achieve decent and fair equality (Thomas, Margo, César Córdova-Novion, Arjan de Haan, Gimena de León, Maxime Forest 2018). For example, in Scandinavian countries such as Sweden and Norway, strong gender equality policies have allowed women to have equal access to education, work, and politics (Suhardi 2019). This resulted in a significant increase in women's participation in the labour market and decision-making.

In addition, a gender-inclusive approach can also provide great benefits for a country's economic growth. By providing equal opportunities to women, the potential of existing human resources can be maximized optimally. This can result in higher innovation, creativity, and productivity, thus making a positive contribution to overall economic development. In addition, with gender equality, it can also reduce poverty and social disparities that occur in society. Thus, it is necessary to continue to encourage gender equality as an important step in building a more equitable and sustainable society. However, a counterproductive example of gender equality can be seen in a study that shows that companies that implement gender equality policies actually experience a decrease in financial performance compared to companies that do not (Holvoet 2006). This shows that the implementation of gender equality does not always guarantee an automatic increase in productivity and economic well-being.

### **Marketing and Business Development Strategies for Women in Rural Areas**

Some of the factors that may cause the gap between women's and men's employment opportunities include a lack of adequate support and resources, as well as stigma and discrimination against women in the world of work (Göttingen, Kuhn, and Prettnner 2012). Therefore, it is important for governments and relevant organizations to provide comprehensive and sustainable support in efforts to improve gender equality and create an inclusive work environment for all. One of the strategies that can be done is to provide training and mentoring to women in rural areas to develop skills and knowledge in the field of marketing and business development (Razavi 2002). Thus, it is hoped that women can have the same opportunity to develop and contribute positively to the local economy. However, the training and mentoring provided must also include men in rural areas to create true gender equality and a truly inclusive work environment for all. Gender equality not only benefits women, but also strengthens society as a whole.

Marketing and business development strategies for women in rural areas can be significantly improved through a multifaceted approach that includes economic empowerment, education, and access to resources. Women's economic empowerment is very important, as it allows women to actively participate in marketing and business development initiatives (Isnaini, Zaida, and Zulmiati 2021). Educational programs play an important role by equipping rural women with the skills and knowledge necessary to effectively manage and promote their companies (Irshad Ahmad Reshi, Dr T. Sudha, and Shabir Ahmad Dar 2022). In addition, the establishment of revolving funds is essential, as it gives women direct access and control over financial resources, facilitating their involvement in business activities (Kumar 2014). The Women's Population and Development Program exemplifies this by allocating a large portion of the funds as credit to rural women, thus supporting their entrepreneurial efforts. In addition, the establishment of self-help groups encourages

collaboration among women, improving their marketing strategies and overall business development (Kale and Kinange 2020).

These things will help increase women's economic independence and reduce gender inequality in the financial sector. With the collaboration and support of programs like this, it is hoped that women can be more independent in managing their businesses and improving the welfare of their families and communities. Through this joint effort, it is hoped that women can participate in economic and social development equitably and sustainably.

### **The Concept of Social Entrepreneurship in Community-Based Empowerment**

Social entrepreneurship is a concept that combines innovation, creativity, and sustainability in answering social and environmental challenges. With a community-based approach, social entrepreneurship can empower people to identify the problems they face and find sustainable solutions (Kabir 2021). Through collaboration between business people, the government, and the community, social entrepreneurship can create a significant positive impact in improving social and environmental conditions (Thorpe et al. 2023). Thus, this concept can be one of the effective ways to improve the welfare and economic sustainability of the community as a whole. For example, a social entrepreneurship organization in a village can work with local farmers to develop environmentally friendly organic farming practices. Through training programs and technical assistance, communities can increase their crop yields while maintaining the sustainability of the surrounding environment.

Thus, this concept not only provides economic benefits for local farmers but also helps to protect the environment and promote healthy living for the entire community. Gradually, this organic farming practice can also serve as an example for other communities to adopt more sustainable and environmentally conscious practices. With the cooperation between social entrepreneurship organizations and local governments, these efforts can have a positive long-term impact on the community and the surrounding environment.

## **RESEARCH METHOD**

Qualitative research methods were used in this study to gain an in-depth understanding of how organic farming practices can provide benefits to local farmers and the surrounding environment. By conducting in-depth interviews, participatory observations, and document analysis, researchers can dig up relevant information and comprehensively describe the impact of this organic farming practice. In addition, the qualitative approach also allows researchers to understand the perspectives and experiences of local farmers in a more holistic way, so that they can provide more precise and sustainable recommendations for the development of organic farming practices in the future (Costa 2023).

Maduran District in Lamongan Regency has the characteristics of a strong rural area with a culture of mutual cooperation and entrepreneurial spirit. In the midst of a diverse environment, many women are involved in economic activities as micro, small, and medium enterprises (MSMEs). However, most of them face various limitations, both in terms of access to capital, training, and market networks. For this reason, MSME-based economic empowerment programs through community initiatives Thug (Preneur Lamongan Megilan) present as an effort to empower women in this area (Hamid et al. 2023).

The data collection technique in this study involves three main approaches. In-depth interviews were conducted with women MSME actors in the sub-district of Maduran to

explore their personal experiences, challenges, and strategies applied in developing their business. This approach allows for a better, richer understanding of the role of women in the local economy. In addition, field observations were carried out to get a real picture of the operational conditions of MSMEs, social interactions, and the environment which the business runs. The analysis document uses data research using records of empowerment programs, training reports, and policies that support women MSMEs (Qolamani 2023). This combination of techniques provides comprehensive and in-depth data related to the implemented empowerment strategy.

The data analysis technique used in this study is thematic analysis, which aims to identify emerging patterns related to empowerment strategies and challenges faced by women MSME actors. This process involves encoding data obtained from interviews, observations, and related documents, then developing key themes related to the empowerment strategy, such as skills training, access to capital, and network development. In addition, this analysis also explores the obstacles faced, including capital constraints, digital literacy, and market access. The results of this thematic analysis help in understanding how the empowerment strategy is implemented and what challenges affect the success of the program (- 2023).

## **RESULTS AND DISCUSSION**

### **Description of the Strategies Used in Women's Economic Empowerment**

Through interviews with women MSME actors and program facilitators, as well as direct observation on the ground, it was found that this empowerment strategy focuses on three main pillars: skills capacity building, inclusive access to capital, and marketing network development (Yulianti 2024).

First, skills training and business management are the first steps given to women. This training covers various aspects of business, from production, financial management, to digital marketing. The goal is to provide women with the knowledge they need so that they are able to manage their businesses independently. In addition to technical training, there is also mental guidance to increase confidence and independence in entrepreneurship. For example, a woman who has undergone skills training and business management then starts a business producing bags from recycled materials at her home. With inclusive access to capital through microloan programs, it can scale its production and improve the quality of its products. Through network development. and collaboration with other women who have participated in similar programs, she can expand the market and increase sales of her products. With the support of a comprehensive training and guidance program, the woman has managed to run her business successfully and is able to be an inspirational example for other women around her. Thus, this program not only has a positive impact economically but also socially in empowering women as agents of change in society (Hamid et al. 2023).

Second, an inclusive capital access strategy is implemented to overcome the main obstacle that women often face, namely difficulties in obtaining capital. The Thug program works with microfinance institutions to provide business loans with lighter terms and low interest. Financial assistance is provided so that women can effectively utilize capital and manage their business cash flow well (Yulianti 2024). With easier access to capital and comprehensive assistance, it is hoped that women can improve their economic well-being

and have a positive impact on their families and the surrounding community. This program has been proven to be successful in increasing the number of micro enterprises owned and run by women, so that it can improve the local economy as a whole (Sulistiyannah 2024).

Third, this economic empowerment also includes the development of marketing networks through collaboration between MSME actors and the use of digital platforms. The program encourages women to share resources and markets, as well as expand the reach of product marketing through social media and e-commerce (Afandi et al. 2021). This is done through intensive digital marketing training, helping women to understand how to promote their products in the digital era. Fourth, in an effort to support women's economic empowerment, the program also provides access to the resources and information needed to grow their businesses. With skills training, mentoring, and technical support, women MSME actors can improve the quality of their products and services, as well as increase competitiveness in local and international markets. Through these initiatives, it is hoped that women can become agents of change in the local economy and have a positive impact on the surrounding community (Yulianti 2024).

Through this comprehensive approach, women's economic empowerment in Maduran District not only focuses on improving technical skills but also opens up opportunities for access to a wider range of resources, both in terms of capital and marketing. A collaborative approach between women's communities helps strengthen their competitiveness in the business world, while creating a more inclusive and sustainable economic ecosystem.

### **Internal and External Factors That Affect the Success of the Thug-Based MSME program (Preneur Lamongan Megilan)**

The success of the women's economic empowerment program through Thug-based MSMEs (Preneur Lamongan Megilan) in Maduran District is inseparable from the influence of various internal and external factors. These two factors complement each other in determining how effective the program is and its impact on business actors, especially women. Education, skills, social support, and access to capital are some of the internal factors that influence. Meanwhile, external factors such as government policies, market conditions, and public support also have an effect. Internal factors that affect the success of this program include (Yulianti 2024):

#### **1. Commitment and Motivation of MSME Actors**

One of the very influential internal factors is the level of commitment and motivation of the women MSME actors themselves. Actors who have a high enthusiasm for developing their businesses tend to adapt more quickly to the training and assistance provided. For example, Ibu Siti, as mentioned earlier, showed a strong commitment to advancing his business. After receiving training, he not only applies the acquired knowledge but also innovates with new products that are more attractive to the market. This motivation helps him develop faster than other MSME actors who may only take training without seriousness in its implementation (Sulistiyannah 2024).

In line with the description above, commitment and motivation are important determinants of the success of MSME actors, especially women in Jambi City. Motivation includes confidence, risk-taking, results-oriented, intelligence, and skills, which significantly affect the success of MSMEs (Ulfha et al., n.d.). In addition, commitment to the industry and managing conflicting roles increases the effectiveness of entrepreneurship. The study shows

that the length of effort and time invested in business has more impact on success than financial resources, highlighting the importance of ongoing commitment and intrinsic motivation in addressing the challenges faced by MSME actors (Gaus et al. 2024).

## 2. **Basic Skills and Experience**

The basic skills possessed by MSME actors before joining the program also affect success. Actors who already have a knowledge base, both in production and business management, can quickly take advantage of the training provided. For example, some MSME actors in Maduran who previously had small home-based businesses, such as snack production, found it easier to maximize the financial management and marketing training offered in the program. Meanwhile, MSME actors who are still new often need more intensive assistance to be able to follow the rhythm of business development (Sulistiyannah 2024).

The success of the thug-based MSME program, Preneur Lamongan Megilan, depends on mastering basic skills and developing entrepreneurial abilities. Basic skills, such as communication and financial management, are essential for MSMEs to thrive in a competitive market. Mastery of these skills allows MSMEs to improve market access and export performance of their products, which is essential for their growth and sustainability (Skills et al. 2007; Social and Issn 2023). In addition, entrepreneurial leadership (EL) plays an important role in improving the performance of MSMEs by encouraging innovation and improving business processes (Göttingen, Kuhn, and Prettnner 2012).

## 3. **Social Networks and Family Support**

Support from family and social environment is also a significant internal factor. Women who receive moral and material support from their families, such as husbands or close relatives, are more able to take risks in their businesses and focus on developing their businesses. As a concrete example, some women in the Thug community admit that their husbands' support in the form of helping with small capital or giving permission to focus more on their business greatly affects their success (Evi Nabil, 2024).

The success of the Thug-Based MSME Program, such as Preneur Lamongan Megilan, can be significantly influenced by social networks and family support. Social capital, which includes family and community support, plays an important role in entrepreneurship by providing encouragement and advice that helps businesses grow and thrive. Social networks act as a safety net, especially for low-income families, offering support during times of uncertainty and crisis. This support is not static but varies over time, highlighting the need for policies that strengthen these networks (Hill, Hirsch, and Davis 2021).

While External Factors include (Yulianti 2024):

### 1. **Access to Capital and Resources**

Access to external resources such as business capital, raw materials, and supporting facilities is a key factor in the success of the program. Through collaboration with microfinance institutions, Thug provides a financing scheme that allows female MSME actors to get loans without heavy collateral conditions. As conveyed by Mrs. Nur Laili Rohmah, an MSME actor who produces traditional cakes, she got a microloan that helped her increase production capacity. Before getting access to this capital, the limitation of raw materials was the main obstacle in the development of his business (N. L. A. Rohmah 2024).

MSMEs' access to capital is often hampered by limited banking credit facilities, complicated procedures, and high interest rates. MSMEs typically rely on personal or shared capital at the start of their business, facing challenges in obtaining formal financing due to inadequate collateral and bureaucratic requirements. Investment credit is available to established businesses, but the overall supply of external financing remains constrained. Strengthening the financial, managerial, and entrepreneurial capabilities of MSMEs is essential to improve their access to banking credit and improve their operational sustainability (Ekonomi et al. 2022).

In fact, access to capital and resources is an important factor for the survival and growth of Micro, Small, and Medium Enterprises (MSMEs). The ability to secure financial resources significantly impacts their operational capabilities and overall performance. In South Africa, for example, increased monetary access has been positively correlated with SME survival rates in the post-COVID-19 era, highlighting the importance of financial accessibility for business continuity (Systems et al. 2024). In Vietnam, social networks play an important role in improving entrepreneurial performance by mediating access to entrepreneurial resources, demonstrating that formal and informal networks are essential for resource acquisition.

## **2. Training and Mentoring from the Program**

Quality training and ongoing mentoring from the program also play a big role in its success. This training includes technical, managerial, and marketing aspects, which help MSME actors understand how to manage their businesses more effectively. Further assistance from mentors helps ensure that MSME actors do not only stop at the training stage, but continue to be guided until they are able to be independent. According to Mrs. Sulistiyannah, the digital marketing training provided helps her in utilizing social media such as Instagram and Facebook to promote her products, so that her market reach increases (Sulistiyannah 2024).

Training and support from holistic learning programs significantly improve the success of MSMEs by fostering technical skills and internal motivation. These programs emphasize experiential learning through kinesthetic memory, facilitating knowledge transfer and collaboration among participants. The integration of supportive learning conditions, such as challenges and rewards, further stimulates growth. By creating learning communities and utilizing transformational tools such as information systems, MSMEs can achieve sustainable development that balances financial profitability with social and environmental responsibility, ultimately leading to increased business resilience and longevity (Aulia, Lubis, and Effendi 2023).

## **3. Support from the Government and Local Policies**

An important external factor is policy support from local governments. The Thug Program collaborates with local governments to provide various business licensing facilities, training, and help MSME actors access assistance programs provided by the government. For example, the local government provides convenience in registering business legality, so that MSME actors can more quickly apply for business licenses and gain access to a wider market, including participating in local product exhibitions (Yulianti 2024).

Government support through local policies is essential for empowering communities, as it establishes a framework that facilitates access to resources, education, and active participation in decision-making. Effective policies create incentives and provide financial

support, fostering an environment conducive to community engagement and development. However, challenges such as slow bureaucracy, corruption, and policy changes can hamper these efforts. A collaborative approach between government and community, characterized by transparency and inclusivity, is critical to addressing these barriers and ensuring that policies effectively address the unique needs of local populations (Achmad 2024).

#### 4. Access to the Market

Access to the market is the main determinant of the success of MSME actors. Even if a woman businessperson has a good product, without adequate market access, the product will not be known by a wide range of consumers. The Thug program provides this solution by bridging MSME actors to enter digital platforms and access a wider market through collaboration with local stores and e-commerce platforms. Like one of the members of Maduran Thug, a maker of handicraft products, managed to sell his products outside the region after receiving promotional assistance from Thug in the online marketplace (Yulianti 2024).

Market access significantly affects the success of SMEs, as evidenced by its substantial effect on their survival (absolute value 0.373) in this study. Effective market access allows SMEs to reach potential customers, increase sales, and maintain operations, which is crucial for growth and competitiveness. The study highlights that while access to finance is critical, the ability to penetrate markets is equally important to ensure the long-term sustainability and success of small and medium-sized businesses in South Africa (Info et al. 2021).

The success of the Thug-based MSME program (Preneur Lamongan Megilan) is greatly influenced by the interaction between internal and external factors. Internal factors, such as motivation, skills, and family support, encourage MSME actors to maximize the opportunities that exist. Meanwhile, external factors, such as access to capital, training, government support, and market access, provide a solid foundation for business success. By utilizing these two factors synergistically, this empowerment program is able to produce a positive and sustainable impact on women MSME actors in Maduran District.

#### **Policy Recommendations to Strengthen Support for Women MSMEs in Maduran District**

To strengthen support for women MSMEs in Maduran District, the local government needs to formulate policies that support the development of women's capacity in entrepreneurship. One of the main recommendations is to increase women's access to sustainable entrepreneurship training. This training should include technical skills, business management, financial management, as well as digital marketing, which can be held periodically. Support from the government, universities, and non-governmental organizations (NGOs) can increase the effectiveness of this program. In addition, the involvement of business mentors who can provide direct assistance will be very helpful in strengthening the quality of female MSMEs (Hervías Parejo and Radulović 2023).

Access to more inclusive capital is also an urgent need. Women often face difficulties in accessing loans from formal financial institutions due to a lack of collateral or collateral. Therefore, the government needs to provide a special microfinance scheme for women, with more flexible terms and low interest. Microfinance institutions as well as local savings and loan cooperatives can be empowered to provide gender-responsive financial services. In

addition, there is a need to increase women's financial literacy so that they are able to better manage their capital and business finances.

As the results of the study, which explains that increasing financial inclusion significantly improves the performance of MSMEs, especially through increased access to capital. This study shows that efforts to expand access to credit financing for MSMEs lead to a larger market share, labor expansion, increased sales, and higher profits. While financial intermediation and access to capital play a role, the findings suggest that financial intermediation has a greater impact on performance. Therefore, inclusive access to capital in MSME programs is essential to drive growth and sustainability in this sector (Ratnawati 2020).

Policies that support the development of marketing and technology networks are also needed to expand the competitiveness of female MSMEs. The government can collaborate with local and national e-commerce platforms to help women's MSME products enter a wider market. In addition, the provision of digital infrastructure such as better internet access in rural areas will greatly help women utilize technology to market their products. Support in the form of training on digital marketing, branding, and online store management should be an integral part of this policy (Cameron 1997).

Finally, policy support in the aspect of community collaboration is very important in strengthening the resilience of women MSMEs. The government can encourage the formation of women's cooperatives or community-based joint business groups, where business actors can share resources, experiences, and market networks (Review 2022). This policy must strengthen the culture of mutual cooperation that already exists in the Maduran community, as well as provide space for women to support each other in developing their businesses. With more structured collaboration, female MSMEs can more easily survive in market competition and create a more significant economic impact for families and communities in Maduran District.

### **Implications and Acknowledgments**

This research is expected to contribute to the development of women's economic empowerment programs in rural areas, especially through the strengthening of community-based MSMEs in the Lamongan district. These findings can be a reference for local governments and related institutions in formulating policies that are more gender-responsive and encourage women's economic independence. With this research, it is hoped that local governments and related institutions can pay more attention to women's economic empowerment in rural areas. Programs that support community-based MSMEs in Lamongan Regency can be developed and strengthened to provide greater benefits for women and the surrounding community. Thus, it is hoped that women's economic independence can be increasingly realized and have a significant positive impact on development in the region.

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## CONCLUSION

From this research is the importance of the role of the government and related institutions in improving the economic welfare of women in rural areas, as well as the need for sustainable programs to support community-based MSMEs. In addition, collaboration between the government, non-governmental organizations, and women entrepreneurs is also key in achieving the goal of sustainable women's economic empowerment. With joint efforts, it is hoped that women in rural areas can be more economically independent and actively contribute to the development of their regions. Through synergy between various parties, including women business actors and related institutions, it is hoped that an environment can be created that supports the growth of community-based MSMEs. With sustainable programs, women in rural areas will be better able to develop their economic potential and improve the socio-economic conditions of their families. A strong spirit of collaboration and cooperation will be the key to success in creating an empowered environment for women in rural areas.

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