

## The Effectiveness of Women's Empowerment Through Rattan Weaving Entrepreneurship in Improving Access and Quality of Education in Cirebon

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### ABSTRAK

Pemberdayaan perempuan melalui kewirausahaan menjadi strategi penting dalam meningkatkan kesejahteraan keluarga sekaligus memperluas akses pendidikan. Penelitian ini bertujuan menganalisis efektivitas program pemberdayaan perempuan melalui kewirausahaan anyaman rotan di Desa Tegalwangi, Kecamatan Weru, Kabupaten Cirebon, serta implikasinya terhadap peningkatan akses dan kualitas pendidikan keluarga pengrajin. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Informan dipilih secara purposive yang melibatkan aparat desa, pelaku usaha rotan, dan perempuan pengrajin. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis menggunakan model interaktif Matthew B. Miles dan A. Michael Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa program pemberdayaan perempuan melalui kewirausahaan anyaman rotan cukup efektif dalam meningkatkan keterampilan, partisipasi ekonomi, dan pendapatan perempuan pengrajin. Peningkatan pendapatan keluarga berkontribusi terhadap pemenuhan kebutuhan pendidikan anak sehingga berpotensi meningkatkan akses dan kualitas pendidikan di tingkat rumah tangga. Namun demikian, program masih menghadapi kendala berupa keterbatasan akses permodalan, lemahnya penguatan kelembagaan, serta terbatasnya dukungan promosi dan pemasaran produk. Oleh karena itu, penguatan kelembagaan ekonomi lokal, dukungan kebijakan, dan pengembangan jaringan pemasaran diperlukan untuk meningkatkan keberlanjutan program serta kontribusinya terhadap pembangunan pendidikan di Kabupaten Cirebon.

### ABSTRACT

*Women's empowerment through entrepreneurship has become an important strategy for improving family welfare while expanding access to education. This study aims to analyze the effectiveness of women's empowerment programs through*

*rattan weaving entrepreneurship in Tegalwangi Village, Weru District, Cirebon Regency, and to examine their implications for improving access to and quality of education within artisans' families. The study employs a qualitative approach using a case study method. Informants were selected purposively and included village officials, rattan business actors, and women artisans involved in the production process. Data were collected through observation, in-depth interviews, and documentation, and analyzed using the interactive analysis model developed by Matthew B. Miles and A. Michael Huberman, which consists of data reduction, data display, and conclusion drawing. The findings indicate that the women's empowerment program through rattan weaving entrepreneurship is relatively effective in improving women artisans' skills, economic participation, and income. Increased household income contributes to families' ability to meet children's educational needs, thereby potentially improving access to and quality of education at the household level. However, several challenges remain, including limited access to capital, insufficient institutional strengthening, and restricted support for product promotion and market expansion. Therefore, strengthening local economic institutions, policy support, and the development of broader marketing networks are necessary to enhance the sustainability of the program and its contribution to educational development in Cirebon Regency.*

**Keywords:** *women's empowerment, rattan entrepreneurship, creative economy, educational access, economic empowerment.*

## INTRODUCTION

Women in today's world own role increasingly social wide in life society. Besides operate role domestic as Mother House stairs and educators First in family, women are also increasingly active participate in various activity economic and social changes This show existence shift gender roles in society, where women No Again only viewed as responsible party answer to work domestic, but also has role in sector public, including in the world of work and activities economy productive. In Lots case, woman even participate play a role as seeker living For help fulfil need economy family. Condition This often influenced by limitations income family so that push Woman For involved in a way active in activity economy (Kabeer, 2016; Moser, 2012).

Participation Woman in activity economy become the more important especially for family with level income low. Involvement Woman in various empowerment programs public can give contribution to improvement welfare family . Through activity empowerment , women can get skills new , expanding network social , as well as access various opportunity the previous economy difficult accessible . Empowerment programs the often give training skills productive , such as training entrepreneurship , which allows Woman For produce income addition for family ( Fitria , 2019; Rumawas , 2019).

Entrepreneurship become one of the effective strategies in increase independence economy women . Through activity entrepreneurship , women can develop creativity , improve ability managerial , as well as create opportunity business new that can give benefit economy for family and society . A businessman No only need skills technical , but also knowledge , skills management , as well as strong motivation in develop business ( Asmawiyah , 2021; Hisrich, Peters, & Shepherd, 2020).

Empowerment women also have significant contribution to development economy in a way morewide. When women own access to source Power economy and opportunities work, they can become agent changes that are capable increase welfare family and society . However Thus, women — especially in rural areas — are often face various limitations in operate activity economy. Obstacles the covering low level education, limited skills, limited access to opportunity work, and existence obstacle culture that still put women in roles domestic in House stairs ( Huriyani et al., 2021).

Besides that, women also often face known phenomenon as a triple burden, namely conditions in which women must operate three role at the same time, namely role reproductive (taking care of family and children), role productive (working or produce income), and role social in society . Conditions This show that Woman own a huge contribution in guard stability economy family ( Tuwu , 2018).

In context development community, empowerment become an important strategy For increase capacity individual and groups to be able to manage potential owned optimall. Empowerment program public usually done in a way participatory and sustainable with objective increase independence public in face various problem social and economic. In a number of year lastly, women often become focus main in various empowerment programs Because assessed own level perseverance, responsibility answer, and high commitment in operate activity economy productive ( Mustanir , 2019; Rachman et al., 2020).

One of sectors that can support empowerment Woman is sector economy creative. Economy creative own potential big in increase income public through utilization creativity, skills , and potential local community owned sector . this is also capable create field Work new as well as increase Power competition product local in the national market and international .

Cirebon Regency is one of the areas that have potential economy creative enough big, especially in field rattan crafts. This area known as one of the center Indonesia's largest rattan industry. Products like rattan furniture, rattan weaving, and various craft made of rattan commodities the flagship that has mark art and value economy hig. Rattan crafts from Cirebon even has penetrate the international market and become one of the produc expor featured area.

Data from the Central Statistics Agency show that sector rattan industry in Cirebon Regency has sufficient contribution significant to economy area. In 2020 the value production industry superior in Cirebon Regency reached around Rp2.31 trillion. Apart from that that sector industry rattan furniture and crafts are also capable absorb power Work in amount big In 2008 it was recorded around 60,000 people working in the sector rattan industry, both as craftsmen and as power work in various rattan company.

Amount The rattan industry in Cirebon is also experiencing improvement from year to year . In 2015 it was recorded around 1,370 companies rattan industry , then increase become around 1,408 companies in 2018. This is show that sector rattan industry has potential big in push growth economy area as well as open opportunity Work for public .

Regency also has a number of the village that became center rattan industry . One of the famous village is Village Tegalwangi in the District The well-known Weru as Galmantro Rattan Tourism Village . Most of people in the village This Work as rattan craftsmen and produce various product marketed crafts both in the domestic market and international .

However Thus , development the rattan industry in Cirebon has also been experience decline consequence policy export material raw rattan in 2005 which led to decrease supply material standard for industry domestic . Conditions the impact on decreasing export volume rattan crafts from Cirebon. However after government return forbid export material raw rattan in 2011 , the rattan industry began show further development positive .

In effort increase welfare society , sector rattan industry can also become means empowerment economy for women . Through training entrepreneurship and development skills rattan crafts , women can involved in a way active in activity economy creative that can increase income family .

Besides factor economic development source Power man through education also has role important in support empowerment society . Education is one of the factor main thing that can increase quality life society , expanding chance work , and increase ability public in face various challenge development . Through quality education , society can get required knowledge and skills For participate in activity economic and social in a way more effective (Todaro & Smith, 2021).

In Cirebon Regency , efforts improvement access and quality education Keep going done through various development programs education . Government area make an effort increase access education through development facilities and infrastructure education , improvement quality power educators , as well as giving various assistance programs education for public not enough capable .

Based on data from the Central Statistics Agency , the indicators education in the Cirebon region shows existence improvement in a number of year last one . One of the indicators used For measure level education public is the Average Length of Schooling (RLS). In 2025 , the average length of schooling resident Cirebon Regency is recorded around 7.88 years , which means the average population only go through education until around class VII or class VIII level school medium first . The number experience improvement compared to year previously which was 7.65 years , however Still is below the national average which reaches around 9.07 years .

Besides RLS, other indicators are used is the Expected Years of Schooling (HLS), namely estimation amount year education that can taken by children age school . Indicators This show potential improvement education generation upcoming if condition education still like moment This . Education data also shows that number participation school (APS) in the group age school base until middle class in the Cirebon area relatively high , which shows that part big child age school has access service formal education .

Although however , still there is various challenge in improvement quality education in the Cirebon area, especially related equality access education , level continuation school to higher level high , and improvement quality learning . Government area Keep going make an effort increase quality education through various strategic programs , such as development school featured as well as improvement participation education from level base until medium . One of the efforts made is push student For continue education to higher level tall use increase the average length of schooling public .

With Thus , the increase access and quality education own close relationship with effort empowerment society , including empowerment Woman in sector economy creative . More education Good can increase skills , knowledge , and ability entrepreneurship society , so that capable increase Power competition product local and encouraging growth economy area .

Based on description said , can concluded that empowerment Woman through development economy creative , especially in sector rattan crafts in Cirebon Regency , have potential big in increase welfare family and society . Therefore that , is necessary study more carry on about role empowerment Woman in increase economy family through activity economy creative based potential local in Cirebon Regency

## METHOD

Study This use approach qualitative with design naturalistic For understand phenomenon social in a way deep in context condition natural in the field . Approach This chosen Because study focuses on the meaning of the empowerment process Woman through entrepreneurship rattan crafts in context social community . Research qualitative produce descriptive data in the form of words, actions , and the meaning that emerges from interaction social informants . According to Sugiyono , research qualitative used For research phenomenon in condition experience with researchers as instrument main role in collection as well as data interpretation . Approach this also allows researchers understand experience social in a way comprehensive and contextual (Creswell & Poth , 2018).

Study This implemented in the village Tegalwangi , District Weru , Cirebon Regency , which is known as center industry rattan- based crafts industry House stairs and Galmanro Rattan Tourism Village . This location chosen Because part big its people involved in activity production rattan crafts that involve participation Woman in activity economy creative . Research implemented during four month , namely January until April 2024.

Focus study is analyze effectiveness empowerment Woman through entrepreneurship rattan weaving on the perpetrator economy creative in the village Tegalwangi . Informant study determined use purposive sampling technique based on consideration that informant own relevant experience and knowledge with topic research . Informant key covering Kuwu Village Tegalwangi and Head of Hamlet I, while informant main is perpetrator business rattan crafts that have been operate business more of fifteen year . Development informant done through snowball sampling technique for get more information deep .

Data collection was carried out through observation , interview in-depth , and documentation . Data analysis using analytical models interactive proposed by Matthew B. Miles and A. Michael Huberman which includes data reduction , data presentation , and data extraction conclusion (Miles et al., 2014). Data validity is guaranteed through technique triangulation sources, triangulation techniques, and triangulation time For ensure consistency as well as validity information obtained. In addition that, research this also pays attention to ethics study with request agreement informant before the interview process, take care confidentiality identity respondents, as well as ensure that all data used only For interest academic.

**RESULTS AND DISCUSSION**

Findings study show that empowerment program Woman through entrepreneurship craft rattan weaving in the village Tegalwangi give sufficient contribution significant to improvement capacity economic and social women . This program No only functioning as means improvement skills production , but also to become expanding mechanisms access Woman to source Power economy and opportunities Work productive . Increase skills technical in processing material standard , technique production , as well as improvement quality product show that the empowerment process has push improvement capacity individual Woman in sector economy creative based rattan crafts .

In perspective theory empowerment stated by Naila Kabeer , empowerment Woman can understood through three dimensions main , namely access to source resources , capacity acting (agency), and achievements well-being (achievements). Research results show that the rattan entrepreneurship program in the village Tegalwangi has give access for Woman For get skills and income economy , which in turn increase ability they For participate in taking decisions at the level family and community . With Thus , the empowerment process No only impact on increasing economy , but also strengthens position social Woman in structure social public .

Besides that , the increase income earned from activity rattan entrepreneurship also has implications to improvement quality life family , especially in matter fulfillment need education child . In framework *capability approach* developed by Amartya Sen, improvement capacity economy public is factor important in expand freedom individual For access various opportunity life , including access to more education good . Therefore that , the success of the empowerment program Woman No only can seen from improvement income , but also from his contribution to development capability family in increase quality source Power man .

However Thus , the effectiveness of the empowerment program This Still face a number of constraint structural , such as limitations access capital , not yet optimally strengthening institutional economy local , as well as limited network marketing product rattan crafts . Obstacles the show that sustainability of empowerment programs No only depending on the increase capacity individual , but also need support institutions , policies public , as well as development ecosystem economy more creative inclusive . Therefore that , synergy between government area , perpetrator business and community local become factor important For strengthen sustainability of empowerment programs Woman as well as expand the impact to development economy and education in Cirebon Regency .

**Table 1.** Research Findings

No	Aspect Analysis	Key Findings	Implications
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1.	Improvement Skills	Female craftsmen get skills production , design , and processing rattan material	Increase quality products and power competition business
2.	Participation Economy	Active women in activity production and training entrepreneurship	Strengthen role Woman in economy family
3.	Impact Income	Happen improvement income House ladder craftsmen	Support fulfillment need education child
4.	Social Impact	Increasing trust self and social status Woman	Strengthen position Woman in family and society
5.	Program Constraints	Limited capital, training No sustainable marketing limited	Need strengthening institutions and support policy

## CONCLUSION

Study This show that implementation of empowerment programs Woman through entrepreneurship rattan weaving in the village Tegalwangi give contribution positive to improvement capacity economic and social women. The program play a role in increase skills production , expanding participation Woman in activity economy , as well as push improvement income House the ladder of the craftsmen . Increasing income family also has an impact on the ability family in fulfil need education children, so that potential expand access as well as increase quality education in the environment family.

Although Thus. the implementation of the empowerment program the Still face a number of challenges . Obstacles that arise including limitations access to capital business, not yet optimally strengthening institutional economy at the level local, as well as Still limited support in development network marketing product rattan crafts . Therefore that, is necessary capable policies strengthen capacity institutional business micro, expanding access financing for Woman craftsmen, as well as push development of more marketing strategies innovative based economy creative . Synergistic collaboration between government area, perpetrator business and society local become factor important in guard sustainability of empowerment programs Woman at a time support development economy and improvement quality education in Cirebon Regency.

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