

WOMEN'S EMPOWERMENT STRATEGIES TO IMPROVE THEIR ROLE IN FAMILIES AND SOCIETY

I Gusti Ayu Purnamawati
Made Suyana Utama

ABSTRACT

Women's empowerment is currently the main focus of attention from researchers, governments and industry players. The concept of women's empowerment contains various meanings. In-depth exploration was carried out in this literature review, especially regarding women's empowerment and gender equality. The approach used is descriptive, namely discussing the power perspective used to explain the increasing needs of current women's empowerment and policy strategies by suggesting holistic ways of empowering women in the context of their role in improving welfare. The concept is related to the strategy of empowering women in the economic, social, political and legal fields, to increase their role in the family and society. The theoretical foundations of this literature review are very important for policy making by the government.

Keywords: women's empowerment, gender, welfare, strategy

INTRODUCTION

The government is currently trying to realize the welfare of families and communities through empowering women. Efforts made by the government to realize this goal, namely by fully committing to gender equality, to create equality of conditions for women and men in obtaining opportunities and rights, in order to play a role and participate in educational activities, economics, politics, socio-culture, defense security and getting equal treatment in enjoying development. For this reason, efforts are needed to synergize gender equality and justice policies integrally in development. Because it departs from the fact that the role of women in the fields of education, health, social culture, politics, law and the economy is still low. The impact is on decreasing the quality of life of women (Prantiasih, 2014). The research by Manuere & Phiri (2018) discusses four power perspectives that are used to explain the increasing need for women's empowerment today. The concepts related to power, agency, resources, and achievements are used to explain and describe the problems related to women's empowerment globally.

The low women participation in the education sector also has an impact on the low of women participation in the economy. This can be demonstrated by the low opportunities that women have to work and try, as well as the low access of women to economic empowerment such as technology, information, markets, and working capital. Although the income of women workers has a significant contribution to family income and welfare, women are still considered as additional breadwinners and family workers. All of these assumptions have an impact on the low participation, access and benefits enjoyed by women in development. Another problem is the structure found in the community that still does not support the realization of gender equality and justice (Prantiasih, 2014).

Since 2000, UNDP, United Nations partners and the entire global communities, has made gender equality the center of study with rapid progress. More girls are currently attending school compared to 15 years ago, and most regions have achieved gender equality in basic education. Until the present decade, most of the women were contributors to the labor force of 41 percent who were paid outside the agricultural sector, compared to 1990 which only reached 35 percent. SDG aims to improve achievement in ending discrimination against for women and girls throughout the world. There are still large inequalities in the labor market in some regions, with women systematically rejecting equal access to the employment sector. Sexual violence and exploitation, uneven distribution in terms of health and domestic work, and discrimination in the public sector, all of which remain a major obstacle. Giving women equal rights to economic resources such as land and property is a vital target for realizing this goal. It also ensures universal access to the sexual and reproductive health sector. There are currently more women in public office than ever before, and are encouraging women's leaders to help strengthen greater gender equality policies and laws (United Nations Development Programme, 2018).

Women as one of the human resources in the labor market, especially in Indonesia, have a significant contribution to development (Ajuzie dkk., 2012). The more women working in the industrial sector certainly have various problems, especially in terms of the quality of human resources. One measure of the quality of human resources is labor productivity. High-quality human resources will have a better level of productivity than less qualified human resources. According to Haryanto (2008) increasing the participation of housewives who work in family economic activities, due to changes in the views and attitudes of the community about the importance of education for women and men, and more aware of the need for women to participate in development. The willingness of housewives to be independent in the economic field is to try to finance the living needs of those who are their dependents. Women's involvement in the family economy can be seen in the informal sectors (Josephine, 2005).

Regarding the efforts of women to increase family income, there are several common obstacles faced when they manage their business. Among them are the problems of quality of human resources, limited capital, technological capabilities, raw materials, distribution and marketing as well as weaknesses in knowledge and capabilities in business management. On the other hand,

technological advances it also has a positive impact on women workers where with the advancement of technology there have been changes in the characteristics of certain occupations which usually only can be done by men now that women can enter and work. Thus women have an increased opportunity to enter the world of work and participate in various aspects of the economy, while still paying attention to the characteristics and strategic position of women as supporters of welfare and family success.

The development of increasing the capacity of these women will certainly cause a shift in values and patterns of family life. For example, the most prominent symptom is the increasing number of women who choose to work not merely because of economic demands but they want to satisfy their personal needs. Starting from this opinion, it can be explained that social responsibility should not only be focused on men, but women also have balanced social responsibility. Therefore, with the equality of duties and obligations played out, in facing the global challenges Indonesian women must play a domestic and public role in a balanced manner.

Based on the background described, the dimensions and problems related to women's empowerment reflect that the main obstacles are lack of participation, injustice, still lack of assistance from the government and the community and lack of responsibility for women's empowerment and backwardness. Various issues related to women's studies, most of which raise important issues regarding changing perceptions. Previous relevant research also discusses women's contributions to society and their needs in the context of modernization, as well as the development of social change. Strength perspectives are used to explain the increasing needs of current women's empowerment and policy strategies by suggesting holistic ways of empowering women in the context of their role in improving welfare. The concept is related in how to create a strategy for empowering women in the economic, social, political and legal fields, to improve their role in families and society.

RESULTS AND DISCUSSION

Definition of Strategy according to Sumodiningrat (1999) has two directions: (1) still gives opportunities to the traditional sector and modern society can continue to advance, (2) partiality to the less empowered community gets the main attention. Various views on empowerment were first revealed by Freire (1921-1997), in his view of "Pedagogy of the Oppressed". Freire (1974) argues that every society consists of two forces, namely oppressors and the oppressed. According to Freire (1974) the task of a teacher is to make students aware of social injustice in society. They can create ways to free themselves. Empowerment is the ability to determine the effectiveness of choices and to interpret a person's choice of actions and the desired results (Janssens, 2010).

The development of civilization in Indonesia is currently growing within the scope of culture and practical ideology, leaving a negative impact on various aspects of life and the structure of society. Men will also benefit through the process of empowering women through opportunities to go directly to the community and explore new roles (Oxaal & Baden, 1997). Women's empowerment can also be defined as women's autonomy, relative access to household resources and control over the power of decision making (Kabeer, 1999). Hadi (2001) suggested that an empowered woman would be a confident person who critically analyzes her environment and who controls the decisions that affect her life (Alam, 2010). Another opinion by Montes et al. (2012) states that women have a very important role in creating and making changes in knowledge related to productive resources. This role makes women have more knowledge. In the end, sustainable management capabilities and good practices can improve the subjective well-being of families and reduce poverty. Community economic empowerment is strengthening the ownership of factors of production, strengthening the mastery of distribution and marketing, strengthening the community to obtain adequate salary or wages, and strengthening the community to obtain information, knowledge and skills, which must be done in multiple aspects, both from the aspect of the community itself as well as aspects of its policies. Empowerment is a breakthrough road that will accelerate the transformation of non-economic social activities into an economic enterprise.

Policy approaches relating to women's in development are mentioned by Moser (2012), there are five ways, namely: (1) The welfare approach; (2) Justice approach (the equity approach). (3) Approach to poverty alleviation; (4) The efficiency approach; (5) Empowerment approach. Placing empowerment in terms of women's skills or abilities has a goal to increase self-reliance and strength in his research. According to Longwe (1995), empowerment efforts are directed at achieving community welfare through gender equality. The welfare dimension can be measured simply by meeting basic needs such as food, health, housing, the extent to which women and men enjoy it. Empowering women is to accelerate development and build a stronger economy, build a stable and equitable society, and to achieve international human rights goals, and to improve the quality of life for women. Women's empowerment includes three things: (1) capacity building means building women's abilities; (2) cultural change, namely cultural change that takes sides with women; (3) structural adjustment is a structural adjustment that takes sides with women.

1. Women's Empowerment Strategies According to the Economic Perspective

Efforts to women empowerment can be said as an effort to increase women's ownership and control of economic and non-economic resources. To realize the development program in the context of empowering women, the following can be done (Muhajir, 2005): (1) Priority in rural women's groups because of their potential that has not been utilized optimally. This strategy is expected to be a stimulant for acceleration and economic recovery, namely the provision of capital facilities for women who manage both small and medium-sized businesses, especially in rural and coastal areas. Circulation of money in all corners of the country in sufficient quantities is expected to increase the economic activities of women in the countryside and help women to enter the market through exchange activities that using money. (2) The provision of capital for women's groups and the amount of accessible capital facilities are expected to be sufficient, so that it does not rule out the use of technology that can increase the quantity and quality of products which is produced by women's business groups. (3) Improving rural communication facilities and infrastructure that support the expansion of access to new information that is more accurate for women of small and medium

entrepreneurs. Current accurate information will help rural communities to direct the use of resources owned by commodity production businesses that can provide adequate and profitable benefits. (4) Optimizing the role of all female human resources is expected to further accelerate economic recovery. The increase of women in the market is expected to increase the contribution of women in the family economy to improve household economic resilience and the level of community welfare in addition to improving the quality of life for women.

Referring to the condition of women in the economic field where access to existing economic resources is in fact still low and maintains the potential that can be developed, it is necessary to coordinate several things as follows: the need to provide opportunities for women who have potential both in groups and individuals in order to increase empowerment women through productive economic efforts. This will open opportunities for women to participate in planning, implementing, monitoring and sustaining productive economic activities.

The strategy and efforts to empower women are one of the topics that have received the most attention from various groups. The strategy for women's empowerment is an effort to develop active participation and increase women's initiatives in determining the direction of goals that will be achieved in institutions jointly formed by women, so that is a movement to improve living standards that include various local-level development activities both government and non-government (Sopandi, 2010). Women's participation plays an important role in community development, because through women's participation information can be obtained about the conditions, needs and attitudes of the communities. Women are more trusting and responsible if involved in activities ranging from planning to utilizing program results. Efforts to empower women must be done by raising their ability to be able to see further ahead, for example in the form of increasing their awareness to save. This is absolutely necessary because their role is one of the most important parts of the family that must be able to support their children in the future and improve their families' welfare. Considering the characteristics of the conditions and problems faced by women and policy directions in the empowerment process, the implementation of women's economic empowerment should be carried out with the following strategic steps: implementation of empowerment through the institutional / group system, limitations that exist both on the individual side of the target group and the implementation process in the field, will be more efficient and effective if the process of women's empowerment is carried out in institutional or group structures rather than individual empowerment. Through institutional mechanisms, each individual who becomes the target group is put together in a container of productive business groups based on certain criteria such as the similarity of business fields and geographical similarities. Based on this institutional mechanism, it is hoped that close cooperation will be established based on the principle of partnership based on the spirit of family, togetherness and mutual trust between each member of the business group. The institutionalization of this productive business is fostered and developed in stages, starting from the formation, strengthening and then development.

Based on the research by Mayoux (1998), the results showed outlines five main elements that need to be considered in the process of women's empowerment: (1) Welfare, is an important aspect in efforts to increase women's empowerment. The welfare in question covers women's economic participation, education and health achievements. (2) Access, defined as the ability of women to be able to obtain rights / access to productive resources such as land, credit, training, marketing facilities, labor, and all public services that are equal to women. Access to technology and information is also an important aspect. (3) Concentration, is an understanding of the differences in gender roles (4) Participation, is equality of women's participation in the process of decision making, policy making, planning, and administration. This participation refers to equal representation of women in the decision-making structure. (5) Equality, namely in the power of production factors, and distribution of profits, then both women and men are in a dominant position.

The changing theory of women's economic empowerment states that if women's institutions and the ability to influence economic decision-making (individually and collectively) are increased and used in inclusive and effective spaces for negotiations; if the productive / economic role of women is expanded and recognized in the household and the wider community and promoted, enforced and respected by the authorities; hence women will have greater and more equal access to and control over economic resources, opportunities, assets and ultimately achieve the same benefits and returns for their economic contributions. Women have the ability, confidence and choice to identify, pursue, and achieve their own / collective economic aspirations (Care International, 2018).

2. Women's Empowerment Strategies According to the Social Perspective

The term empowerment is expressed by Sen (1999) in "Development as Freedom" emphasizes that development should not only be seen from mere economic measures, but also to the extent to which society has many choices from various opportunities, namely by introducing the concept of 'human freedom' in five respects: economic empowerment, political freedom, social opportunities, security and transparency as the principles and ultimate goals of development, while economic measures are the way to achieve them. According to Suharto (2010) empowerment not only includes strengthening individual members of the community, but also the institutions. Instilling modern cultural values, such as hard work, self-reliance, efficiency, openness, responsible attitude, are the main parts of empowerment. In addition, the purpose of empowerment is to strengthen the power of the community, especially the weak groups who have powerlessness, both because of internal conditions (such as their own perceptions), or because of external conditions (such as being oppressed by unfair social structures).

There are five main missions in empowerment, namely (1) awareness; (2) organizing; (3) cadre regeneration; (4) technical support, and (5) system management. Meanwhile, Kartasmita (1997) arguing that empowerment efforts must be carried out in three ways, such as the following: (a) creating a climate that is conducive to development; (b) strengthen the potential of the community by preparing infrastructure facilities both physically and socially that are able to be accessed by the lowest level of society; and (c) empowering in the sense of protecting and defending weak communities. Empowerment of women is an effort to strengthen their helplessness in order to be able to help themselves, independently, and develop their self-reliance (Elizabeth,

2007). Women's empowerment is a more applicable transformation process to capture various changes in the allocation of economic resources, distribution of benefits, and accumulation to increase production and household income. Women's participation is an important factor in an empowerment program, in which women participate in formulating their own programs or activities that they have to do, how to implement them, carry out their own activities in accordance with the regulations they make, and participate in evaluating what they do it. Women's empowerment is one of the activities within the framework of participatory development. Participatory development is development that allows to foster community creativity in development in an area or environment. This is in accordance with the description stated by Friedmann (1987) which states:

"... is a long-term goal of the social and political empowerment process as an effort to maintain a structural balance of power in society through more responsible state actions by strengthening and making corporate business socially responsible".

Women's empowerment is an effort to empower themselves by having abilities or skills in accordance with the interests and talents possessed by women. Women's issues are often associated with gender issues. In general, gender is used to identify differences and equality between women and men from socio-cultural aspects. Gender is a concept that refers to the roles and responsibilities of men and women that arise as a result of the social and cultural conditions of society. According to Hubeis (2010), women's empowerment is: efforts to improve the status and role of women in nation-building, as well as the quality of the role and independence of women's organizations. Women's empowerment is understood as a process of developing critical awareness so that women are able to develop optimally and are able to plan, take initiative, organize themselves, and be responsible for themselves and their environment. This critical awareness can only be achieved if women are able to look inside themselves and use what they hear, see, and experience to understand what is happening in life. Women's empowerment includes activities that include social guidance, skills guidance, facilities or social assistance, including the development of productive economic enterprises, which are aimed at increasing women's abilities and needs and increasing their income.

Previous studies by Hubeis (2010), women's empowerment is influenced by internal factors and external factors. Conceptually, if in the previous section. Meanwhile, Chafetz (1988) arguing that empowerment is a structural transformation, Kabeer (2005) offering institutional transformation, namely a transformation process that requires movement or struggle in various arenas of 'power', namely: from individuals to collectives, from private negotiations to public action, from the informal domain to the formal domain. Kabeer's ideas for some people are considered as alternative answers, taking into account three interrelated aspects / dimensions, namely: agency, resources, and achievement. Gender inequality remains one of the biggest threats to women's health and happiness throughout the world. Research by Kappelman (2016) analyze the influence of gender inequality on the happiness level of women in South Africa by estimating the impact of various levels of empowerment on women's subjective and emotional well-being. In particular, the study measured the effect of pure empowerment, or the effect of empowerment on welfare by maintaining constant consumption. The results of the study found that the higher level of empowerment seems to further reduce the level of women's welfare. Although some models do not seem to show any evidence that there is a significant negative relationship between the effects of genuine empowerment and well-being.

The research finding by Kahneman & Deaton (2010) even more difficult for the debate about the use of subjective well-being to describe economic prosperity. The results of his research found that economic well-being and subjective well-being were positively correlated with increased income when controlling for other possible determinants of well-being. Research by Hoop et al. (2010) regarding the quasi experimental effects of women's self-help groups on subjective well-being in Orissa, India. The results of the study found that on average, self-help group membership did not affect subjective well-being. However, the results of the research also revealed that subjective well-being declined sharply for members with new autonomy if they were brought together with social gender norms that were relatively conservative among non-members. These findings are evidence of the loss of heterogeneity of feelings of identity for self-help group members. The loss of identity is even greater when increasing women's autonomy implies a stronger violation of social gender norms in society. The social sanction mechanism plays an important role in overcoming the negative heterogeneous impact on subjective well-being, as evidenced by cross-scientific qualitative research in the field of women's empowerment.

The model of women's empowerment according to Huis et al. (2017) propose that women's empowerment can occur in three different dimensions: (1) micro level, referring to individual personal beliefs and actions, where personal empowerment can be observed (2) meso level, referring to beliefs and actions in relation to other relevant people, where relational empowerment can be observed and (3) macro level, refers to results in a broader social context where social empowerment can be observed. Time and culture are important factors that influence women's empowerment. Based on the female empowerment model, Chen & Mahmud (1995) develop a conceptual framework for empowerment that includes four dimensions and one dimension namely cognitive dimensions. The cognitive dimension refers to changes in the level of knowledge, skills, and awareness of the wider environment. Within this framework, livelihood bases determine the areas in which women can change themselves. A similar theory was developed by Friedmann (1992) which is based on the concept of empowerment that connects knowledge and power. Friedman (1992) describe three types of power: social, political and psychological, but social and psychological strengths are more related to the concept of power. Social power is understood as information, knowledge and skills. Based on Figure 1, women's empowerment is defined as a dynamic process of existing community norms, where they live to improve their welfare.

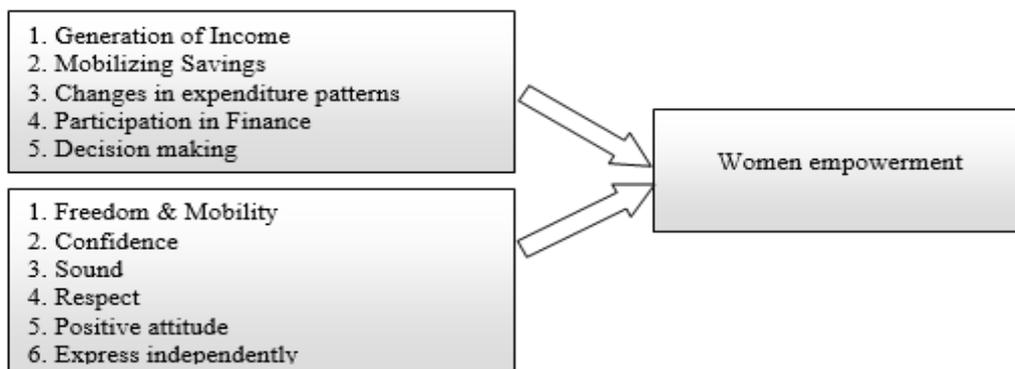


Figure 1. Conceptual Framework for Women's Empowerment
(Chen & Mahmud, 1995)

3. Women's Empowerment Strategies According to the Political Perspective

The components of women's empowerment include the power of household decision making, access to credit, participation, knowledge and awareness, raising voices, freedom, mobility, respect, economic participation, and developing leadership qualities. The power of decision making in the household means the ability to make and influence the process of fulfilling decisions. Access and control of credit means accessing credit for their livelihoods so that their level of income will change. Participation means the role of women's economic activities and financial decision making. Respondents are participants in economic activities and financial decisions made. Knowledge and awareness means the level of consciousness and measured in terms of knowledge, changes in mindset. Freedom of expression means that he feels comfortable expressing his views without hesitation in the family (the presence of her husband or other family members) and in group meetings. Freedom and Mobility means freedom of movement (the ability to visit the local market or go out with confidence). Rural areas impose strict rules for women's physical mobility by limiting space outside the home. Respect means their families feel their value and give them respect. Voice, means he can raise his voice against exploitation. In patriarchal society, women are dominated by husbands and other family members. Respondents can raise their voices against social exploitation. Therefore an empowered woman is considered as a person who can access credit, participate in financial decision making, contribute to economic activities, possess knowledge and awareness, confidence, independence, can increase her voice and have mobility. The choice of indicators has been based on the study conducted by Longwe (1995), Mayoux (1998), and Kabeer (1999).

The cause of the low rate of women's participation in work is first concerning the perception of work (done) of women associated with women's domestic roles; second, the connection with these perceptions is a tool for measuring, defining or defining women's work and the third is the seasonal, part-time informal nature of most women's jobs (Selhausen, 2015). The ideal ideology of perception regarding women's work always places women's work in the context of household activities. Considering the majority of women's work activities, especially in rural areas, are carried out around households, it is not easy to explicitly separate types or properties in market or non-market groups, economic or non-economic, production or reproductive. These difficulties then lead to a simplification of defining women's work. If women do a lot of work with the status of homeworkers, it is a manifestation of gender ideology and the division of sexual work in society. Both of these are the basis for the emergence of the characteristics of home workers namely cheap wages, without guaranteed continuity of work, without social security, without a bargaining position and not covered by labor regulations. These characteristics are a manifestation once again of assumptions and perceptions regarding women and work. This includes the status of housewives who work part time at home. Women choose to become homeworkers or housewives who work part time at home, because income obtained by a husband or other male family member in the household is not sufficient for their daily needs. Working at home is also carried out by women with a dual purpose of earning income while ensuring that domestic work is carried out as expected. However, the work they do is still often seen as a free time or part time job that shows a subordinate economic position. Another problem is that those who work outside the home: in companies, institutions, or other formal sectors, often get different salary rewards from men, even though their expertise is actually the same.

The strategy in increasing the role of women in development is based on an analysis that focuses more on women. The strategy that focuses on women is basically built on the assumption that women's problems are rooted in the low quality of women's own resources, and this results in them being unable to compete with men in society, including in development. For this analysis, therefore, there must be an effort to eliminate discrimination that hinders efforts to educate women. As a reaction then also put women as development targets, by involving them in the development process. This idea has given birth to a new discourse on women in development (WID). Various efforts have been made through training in enhancing women's skills, such as developing the PKK program to make women play a role besides reproduction in the domestic sector as well as in the productive and public sectors. Part of this effort can be seen in the WID program by providing intervention programs to increase family life expectancy such as education, skills and policies that can improve women's ability to be able to participate in development.

Empowering women thus emphasizes the autonomy of women's decision-making as a community group, which is based on direct personal resources through participation, democracy and social learning. Some of the steps that have been taken by the government include providing training related to the situation or condition in locations throughout the region, but the information

that has been created has not yet reached a minimum level, just fulfilling needs or merely normative, this makes people saturated with program set by the government. Measuring women's empowerment is measured by using indicators for strengthening women's group organizations, strengthening the function and role of women's organizations, and involvement of women's groups (Kuncoro & Kadar, 2016). Fasih (1996) put forward views on WID and Developmentalism. WID is considered part of the development discourse. This idea is considered as the only way to improve the status and fate of women in the third world. However, then many people doubted it. WID, which is a mainstream strategy of developmentalism, is more likely to result in the taming and restraint of third world women than to free them. The main guide for WID, the cause of women's backwardness is because they do not participate in development.

4. Women's Empowerment Strategies According to the Legal Perspective

The women's empowerment strategy assumes that women's participation in the productive sector is necessary, but will not always increase the status of women. Involving women in development does not necessarily lead to empowering women. Women must be placed as subjects who enjoy the results and determine, not just subordinates. This strategy not only emphasizes the issue of women, but also the factors and systems that surround them and imposes cannot be empowered. The strategy that has been carried out is not only answering the practical need to change the condition of women, but also answering the strategic needs of women, namely fighting for the position of women who are often hegemony by the position of men, especially those that have been manifested in their social systems. The impressions that perceive weak women need to be changed on the basis of social justice, namely paying attention to how women's human resources develop optimally, so that women get fair treatment in the wider community. Along with its development, two strategies are being criticized above which lead to "gender mainstreaming" by playing with organizations and institutions or countries to accelerate the women's empowerment movement, through advocacy, study and policy planning movements.

Relating to efforts to empower women, Adi (2015) states that to do empowerment needs three continuous steps, namely: (a) Siding, means that women as empowered parties must be favored than men. (b) Preparation, meaning that empowerment requires the ability of women to be able to access, participate, control, and benefit. (c) Protection, meaning providing protection until it can be released. Through the implementation of the strategy of women's empowerment, there are four categories of policies held in an integrated manner, namely: (1) Policy of promoting opportunity related to the creation of a conducive climate and environment in the context of poverty reduction; (2) Community empowerment policies are related to efforts to strengthen the community and their organizations and institutions to be able to access and be involved in public policy making and planning; (3) Capacity building policies are related to efforts to improve the basic capacity of the poor to increase income through measures in improve health, education, business skills, capital, infrastructure, technology, and market information; and (4) Social protection policies relating to efforts to provide protection and security for the poor, especially the poorest groups of people caused by natural disasters, the negative effects of economic crises and social conflicts directed through the ability of community groups to set aside a portion from income through a group savings mechanism.

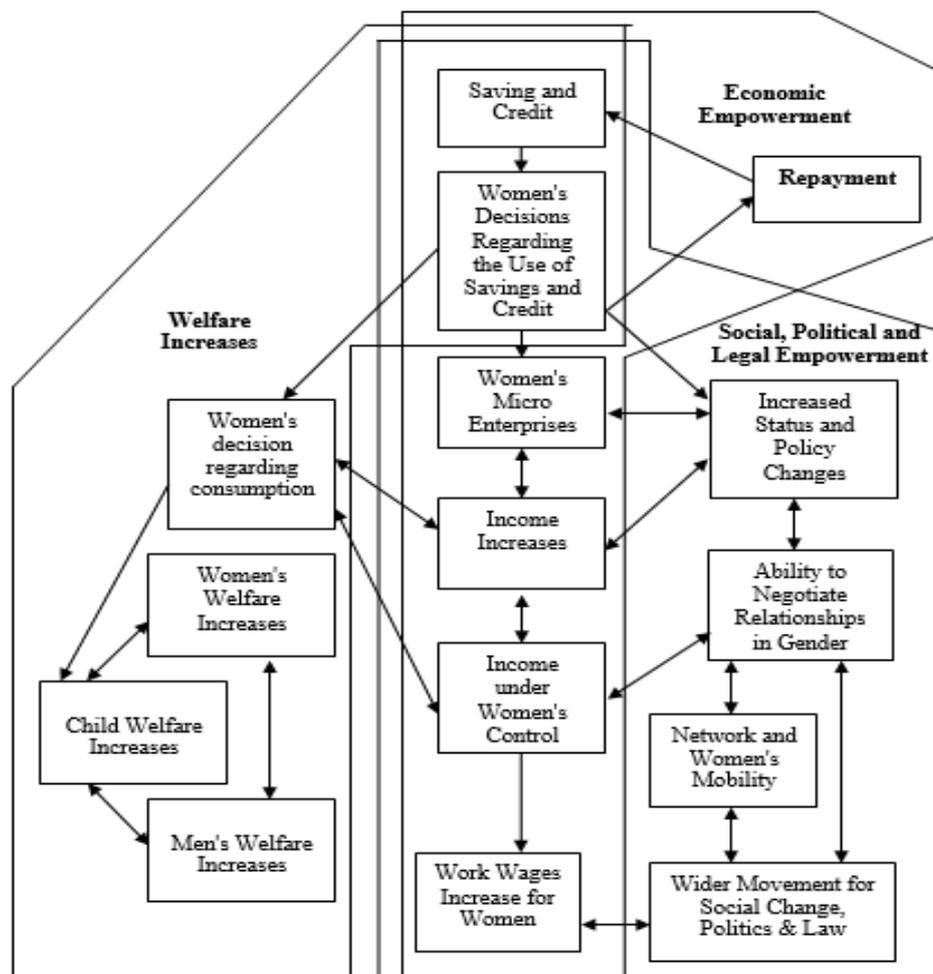


Figure 2. Women's Empowerment Paradigm Developed by Mayoux (1998)

In accordance with community issues (Figure 2), the most appropriate policy strategy should be directly leads to an increase in the economic activities of the target group by providing business capital with various considerations and adapted to existing resources. The struggle for women's independence and women's involvement in public decisions is strongly influenced by economic independence. Therefore the effort to empower women is a continuous effort in accordance with the dynamics of socio-cultural or economic changes that take place rapidly in the era of globalization. The program to increase women's knowledge and professionalism is a demand for the future that cannot be avoided anymore. To compensate for the challenges of the rapid development of world progress which is so fast and competitive, a paradigm shift is needed in the development of women's roles. The change in the new paradigm is essentially a concept of gender-oriented development. So that it is expected to be able to drive a change in the perspective that arouses inspiration with strategic and concrete steps in the effort to empower and improve the quality of the role of Indonesian women.

CONCLUSION

The strategy of empowering women will improve the welfare of society as a whole. Because women have two roles at once. In addition to the interests of himself also other family members. The networks that are formed need to be strengthened in order to provide a business foundation for women and their groups. The group with its members is expected to have the spirit to build to face a better future. Collaboration needs to be initiated and carried out with many parties, especially with non-governmental organizations at the regional level so as to enable a joint business network to be formed. Cooperation is carried out to give maximum role to the community in decision making.

Empowerment of women is needed as an effort to increase and actualize their potential so that they are more able to be independent and work, alleviate them from limited education and skills, and oppression due to discriminatory treatment from various parties both in political, economic, socio-cultural and law. In addition, it is also necessary to increase the absorption and adoption of technology as a strategy for empowering women in all development processes through improved education, training and skills training, appropriate and innovative technology.

REFERENCES

- Adi, A. N. 2015. Employee Engagement Construction in Newest Condition (During 2012-2014) Adoption to Achieve Competitiveness in Global Condition Combining with Technology Interaction and People Value. *Procedia - Social and Behavioral Sciences*, 211, 2–9. <https://doi.org/10.1016/j.sbspro.2015.11.002>
- Ajuzie, H. D., Mohammed, C. A., & Alhaji, D. 2012. Assesment of the Influence of Education On Women Empowerment: Implication For National Development. *European Journal Of Globalization and Development Departement Of Educational Foundation*, 6(1), 1304–1327.
- Alam, M. S. 2010. Women Education, Empowerment and Socioeconomic Development: A Theoretical Framework. In *International University Social Responsibility Conference and Exhibition*. Kuala Lumpur, Malaysia.
- Care International. 2018. *Women's Economic Empowerment Strategy*. Retrieved from https://insights.careinternational.org.uk/media/k2/attachments/CARE-Womens-Economic-Empowerment-strategy_2016.pdf
- Chafetz, J. S. 1988. *Feminist Sociology: An Overview of Contemporary Theories* (1st ed.). F. E. Peacock Publishers.
- Chen, M., & Mahmud, S. 1995. *Assessing Change in Women's Life. A Conceptual Framework*, BRAC-ICDDR (No. 2). Dhaka, Bangladesh.
- Elizabeth, R. 2007. Woman Empowerment to Support Gender Mainstreaming in Rural Agricultural Development Policies. *Forum Penelitian Agro Ekonomi*, 25(2), 126–135.
- Fakih, M. 1996. *Analisis Gender dan Transformasi Sosial*. Yogyakarta: Pustaka Pelajar.
- Freire, P. 1974. *Pedagogy of the Oppressed*. New York: Herder and Herder.
- Friedmann, J. 1987. *Planning In The Public Domain*. Princeton: Princeton University Press.
- Friedmann, J. 1992. *Empowerment: The Politics of Alternative Development*. Oxford, United Kingdom: Blackwell.
- Hadi. 2001. Effects of the Productive Role of Bangladeshi Women on their Reproductive Decisions. *Asia-Pacific Population Journal*, 16(4), 17–29.
- Haryanto, S. 2008. Peran Aktif Wanita Dalam Peningkatan Pendapatan Rumah Tangga Miskin: Studi Kasus Pada Wanita Pemecah Batu Di Pucanganak Kecamatan Tugu Trenggalek. *Jurnal Ekonomi Pembangunan*, 9(2), 216–227.
- Hoop, T. de, Kempen, L. van, Linssen, R., & Eerdewijk, A. van. 2010. *Women's Autonomy and Subjective Well-Being in India How Village Norms Shape the Impact of Self-Help Groups*. Netherlands.
- Hubeis, A. V. S. 2010. *Pemberdayaan perempuan dari masa ke masa*. Bogor: Institut Pertanian Bogor Press.
- Huis, M. A., Hansen, N., Otten, S., & Lensink, R. 2017. A Three-Dimensional Model of Women's Empowerment: Implications in the Field of Microfinance and Future Directions. *Frontiers In Psychology Journal*, 8.
- Janssens, W. 2010. Women's Empowerment and the Creation of Social Capital in Indian Villages. *World Development*, 38(7), 974–988.
- Josephine I, I. 2005. Enhancing Women's Productivity In The Library and Information Sector in Nigeria. *The Electronic Library*, 23(3), 319–332.
- Kabeer, N. 1999. Resources, Agency, Achievements: Reflections on the Measurement of Women's Empowerment. *Development and Change*, 30, 435–464.
- Kabeer, N. 2005. Gender equality and women's empowerment: A critical analysis of the third millennium development goal 1. *Gender & Development*, 13(1), 13–24.
- Kahneman, D., & Deaton, A. 2010. High income improves evaluation of life but not emotional well-being. *Psychological and Cognitive Sciences*, 107(38), 16489–16493.
- Kappelman, E. 2016. *Empowerment and Subjective and Emotional Well-being in South Africa*. Scholar Works at University of Missoula Montana.
- Kartasmita, G. 1997. *Pemberdayaan Masyarakat: Konsep Pembangunan Yang Berakar Pada Masyarakat*. Surabaya, Jawa Timur.
- Kuncoro, A., & Kadar. 2016. Pengaruh Pemberdayaan Perempuan dan Peningkatan Sumberdaya Ekonomi Keluarga. *Buana Gender*, 1(1), 46–54.
- Longwe, S. H. 1995. *Women's Empowerment Framework*. Lusaka, Zambia.
- Manuere, F., & Phiri, N. 2018. A Literature Review of Women Empowerment and Development in Zimbabwe: A Look at New Insights and Perspectives. *Journal of Public Administration and Governance*, 8(4), 57–65.
- Mayoux, L. 1998. Women's Empowerment and Micro-Finance Programmes: Strategies for Increasing Impact. *Development in Practice*, 8(2), 235–241. Retrieved from <https://www.jstor.org/stable/4029310>
- Montes, C., Bayona, G., Cardona, A., Buchs, D. M., Silva, C. A., Morón, S., ... Valencia, V. 2012. Arc-continent collision and orocline formation: Closing of the Central American seaway. *Journal Of Geophysical Research*, 117, 1–25.
- Moser, C. 2012. *Gender Planning And Development: Theory, Practice And Training* (1st ed.). London: Routledge, Taylor & Francis Group. <https://doi.org/https://doi.org/10.4324/9780203411940>
- Muhajir, D. 2005. *Negara dan Perempuan: Reorientasi Kebijakan Publik*. Yogyakarta: Media Wacana Kerjasama Penerbit Graha Guru.
- Nugroho. 2008. *Gender dan Strategi Pengarus-utamaannya di Indonesia*. Yogyakarta: Pustaka Pelajar.
- Oxaal, Z., & Baden, S. 1997. *Gender and empowerment: definitions, approaches and implications for policy*. Brighton: Institute of Development Studies University of Sussex.
- Prantiasih, A. 2014. Reposisi Peran dan Fungsi Perempuan. *Jurnal Pendidikan Pancasila Dan Kewarganegaraan*, 27(1), 1–6.
- Selhausen, M. zu. 2015. *Women's Empowerment in Uganda: Colonial Roots and Contemporary Efforts, 1894-2012*. Utrecht University. Retrieved from <http://dspace.library.uu.nl/handle/1874/311128>
- Sen, A. 1999. *Development As Freedom*. (A. A. Knopf, Ed.) (1st ed.). New York: USA: Liberty.
- Sopandi, A. 2010. Strategi Pemberdayaan Masyarakat: Studi Kasus Strategi Dan Kebijakan Pemberdayaan Masyarakat di

Kabupaten Bekasi. *Jurnal Kybernan*, 1(1), 41–56.

Suharto, E. 2010. *Membangun masyarakat, memberdayakan rakyat : kajian strategis pembangunan kesejahteraan sosial dan pekerjaan sosial* (1st ed.). Bandung: Refika Aditama.

Sumodiningrat, G. 1999. *Pemberdayaan Masyarakat dan JPS*. Jakarta: Gramedia Pustaka Utama.

United Nations Development Programme. 2018. Sustainable Development Goals, Goal 5: Gender Equality. Retrieved from <http://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-5-gender-equality.html>

I Gusti Ayu Purnamawati
Faculty of Economic
Udayana University, Bali, Indonesia
Email: ayupurnama07@yahoo.com

Made Suyana Utama
Faculty of Economic
Udayana University, Bali, Indonesia
Email: suyanautama@gmail.com