

PKK Members Empowerment Through Fashion and Handicraft Creative Industries

Asfi Manzilati
Amelia Priharsanti

Economics Department, Brawijaya University (UB), Indonesia

Abstract: Women have potential effect to support their family economies. PKK organization is one of government women empowerment program that in reality depend on government regulation, quite strong control, and practically only used as a "dasawisma" saving club. On the other hand creative industry especially fashion and handicraft have big opportunity for economic development. Creative industries have become increasingly attractive for women because the activities do not interrupt the domestic area, relate to their hobbies, and do not require high capital. Therefore entrepreneurship on creative industry begins to be an alternative or even solution to increase family economies via PKK members. This means that entrepreneurship program needs to be encouraged in order to increase the potential of PKK organization.

Keywords: PKK members, fashion, handicraft. empowerment

Abstrak: Wanita memiliki dampak yang potensial terhadap perekonomian keluarganya. Organisasi PKK merupakan salah satu program pemerintah yang memberdayakan perempuan. Organisasi ini sangat tergantung pada peraturan pemerintah yang memegang kendali dan pada pelaksanaannya hanya digunakan sebagai kelompok penyimpanan "dasawisma". Di sisi lain, industri kreatif khususnya bidang mode/ pakaian dan kerajinan tangan memiliki peluang yang sangat besar bagi perkembangan ekonomi. Industri kreatif telah berkembang pesat dan menarik perhatian para wanita karena kegiatannya tidak mengganggu kegiatan rumah tangga, sesuai dengan hobi atau kesukaan mereka dan tidak membutuhkan modal yang besar. Oleh karena itu, kewirausahaan di bidang industri kreatif mulai menggeliat sebagai alternatif dan bahkan solusi dalam rangka meningkatkan ekonomi keluarga melalui anggota PKK. Ini menunjukkan bahwa program kewirausahaan perlu diberdayakan dalam rangka meningkatkan potensi dari organisasi PKK.

Kata kunci: organisasi PKK, industri kreatif

Fashion and handicraft products are the common women's attracted area. In their whole 24 hours activity, women have domestic time related to fashion and handicraft as it aware or not. Domestic time becomes dominant activities for full housewives. And of course it isn't for them who have office or labor hours in many jobs area.

Domestic time means they have to maintain household production such as cooking, sewing, washing, cleaning, take care their children and all of the members of the family. Novarra (1980) said that were six women's obligation related with money management and some important things such as adaptation and toleration. There are; to look after the children and other family members, give them the meal, clothes, take a good care especially for the little, the sick one, the oldest, the one having handicap, have responsibility for kids education and maintain the house (Alvesson and Billing, 1997:54).

Alamat Korespondensi:

Asfi Manzilati; Amelia Priharsanti, Economics Department, Brawijaya University (UB), Indonesia

Fashion is creative activity associated with creation of clothes design, footwear design, and other fashion accessory design, fashion production and its accessories, line consulting of fashion products, and distribution of fashion products. Meanwhile, handicraft is creative activity associated with creation, production, and product distribution made by specific person from the beginning until finishing product including its design such as jewelry stones, bamboo, wood, textile, metal, porcelain, pottery, glass, leather, etc (<http://www.portalindonesiakreatif.net>, 12/05/2011).

Domestic activity can be related to the definition mentioned before especially for the products. On the other hand, most of women doing activities associated with fashion and handicraft in their leisure time such as giving contribution for design, making product, or even distribution (selling, shopping, share hobbies, and advertisement). In the line of design, making product and selling products associated with women's business to get extra money for better family economies condition. It means that 'leisure time' for this housewives groups has the same meaning as 'extra working hours' or even 'labor hours' so they can make more benefit such as money from it.

Fashion and handicraft industry have large contribution to total Indonesian creative industries as it says in *Statistik Indonesia Kreatif 2002-2008*. From 14 sub sectors creative industries (3,001,635 industries) in 2008 fashion has 1,559,993 industries (51.67%) and handicraft has 1,055,366 industries (35.38%). In 2008 Creative industry has 6.72 % (3,001,635 industries) contribution to total national industry (44,660,321 industries) (www.indonesiakreatif.net, 12/05/2011).

Based on *Studi Pemetaan Industri Kreatif Indonesia 2002-2006* the export value of creative industry seems to increase as well as its labor productivity as can be seen on Fig.1 below:

This increase marks several important conditions. *First*, most of the workers on creative industry count for informal worker status but they have a lot of contribution. *Second*, based on *Sakernas 2007* most of women working above 35 hours/week, unpaid, and it's mean that they're informal worker (Priharsanti, 2011: 8). *Third*, increasing on export values means that Indonesian creative product has the competitiveness on global trade. *Fourth*, fashion and handicraft products possess a big opportunity for economic development.

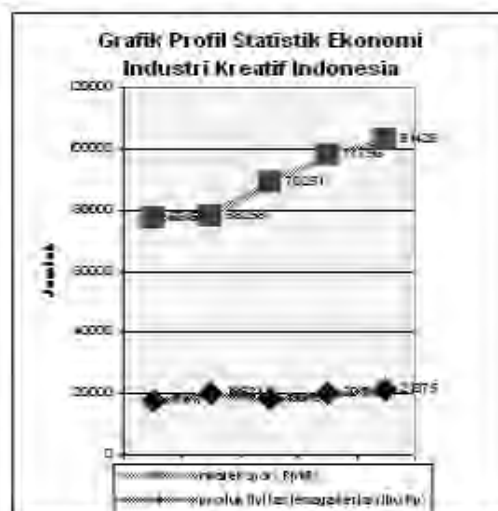


Figure 1. Graphic of Indonesian Creative Industry Economic Profile

(Source: Departemen Perdagangan Republik Indonesia, 2006)

These facts can be associated with women empowerment said in *Keputusan Menteri Dalam Negeri No 53 tahun 2000*; PKK (*Gerakan Pemberdayaan dan Kesejahteraan Keluarga*) is national movement that grows from, by, and for people with women as dominant activator to achieve a well being, progress, and independent family. The main program of PKK movements are *Pancasila* devotion and notion, solidarity, food, clothes, home and its arrangement, education and training, health, cooperation development, everlasting environment, and health planning.

These empowerment programs obviously did not have a direct influence for women to support their family economies. But they have indirect relation as an access for women from PKK events to support women business. So the benefit from this access depend on the quality of women resources. Also there is a quite strong government control on PKK empowerments paradigm (Priharsanti, 2011: 151-152).

The fact that PKK empowerment programs did not have direct influence for women to support their family economies is contrasted with the aims of PKK movement to achieve independent and well being family. This paper wants to associate the potential power of PKK movements through PKK women members' empowerment via fashion and handicraft creative industries.

Women Empowerment Through Fashion and Handicraft Creative Industries

Fashion and Handicraft Creative Industries

As mentioned in *Pengembangan Ekonomi Kreatif Indonesia 2025 Departemen Perdagangan RI*, 2008; based on UK DCMS Task force 1998: "Creative Industries as those industries which have their origin in individual creativity, skill, and talent, and which have a potential for wealth and job creation through the generation and exploitation of intellectual property and content". Creative industries need to develop because they have significantly economic contribution, create positive business zone, strengthen nation branding, supporting the used of creativity the basically individual element, center of innovation and creativity, have the positive social influence.

Creative industry has the constant level of technology and capital productivity. Besides high-tech based industry, high-tech technology level and capital intensive do not necessary for another creative industry sub sector. Indonesia creative industry development model can be seen on Fig.2 below:



Figure 2. Creative Economic Development Model
(Source: www.portal.indonesiakreatif.net, 12/05/2011)

This figure shows the most important thing in creative industries development is people by its knowledge and creativity (*Departemen Perdagangan RI*, 2008; 23–50). Fashion and handicraft are the sectors with full of knowledge and creativity. And most of this creative capital has owned by women.

Hui (2007) said, the rise of the creative sector underscores the transformation from manufacturing-base economy to essentially consumption based

which culture as one of most important resources in economic development. In Asia (Japan, South Korea, Singapore, Taiwan, and Hong Kong), the notion of cultural industries seems more popular than creative industries. Maintaining cultural properties and promote traditional arts seems to be a dominant factor for these countries to increase their business in creative industry.

This dominant factor can be seen as a good strategy for Indonesia to achieve more high level in service sector's contribution to growth. Cultural properties and traditional art can be a strategic base to increase fashion and handicraft productivity contribution. As can be seen that these two sectors give a lot of contribution to total creative industries and related with women's area.

PKK and Women Empowerment

Prijono (1996:199) said that women empowerment is important not to dominate another person (men's lose) but to increase women's self reliance and internal strength. According to Sumodiningrat, empowerment is giving energy so the one who accepts can move independently (Sulistiyani, 2004:78). This condition is very important for women in Indonesia with full housewives profession because of their responsibility to maintain the house as if they are in poorness condition.

There are three steps on empowerment learning: *First*, conscious and forming attitude to increase self capacity, *Secondly*, transformation capacity of skill and knowledge, *Third*, increasing intellectual ability such as initiative and innovation to obtain independence (Sulistiyani, 2004:83). Those three steps connected with the positive effects of PKK activity e.g.: support the implementation of government programs especially in the area of social welfare, to raise managerial skill and ability of PKK members, good information up to the smaller element of community i.e. family. But, the strong control of government seems did not give a positive direct influence for PKK members to raise their business in order to support their family economies. The evidence that the wife of the leader's district must be the head PKK's district proved this quite strong control of the government. Some of women business as PKK members could be developed if they behave as an entrepre-

neur. They did some business even there was no government support (*Priharsanti*, 2011:124, 152, 177).

According from the same source some of women empowerment programs used PKK organization as a gate for their programs socialization especially connected with credit programs. The empowerment programs hope that they'll get 'safe' members or debtors from PKK organization because this organization is well control by the government. But, it was proved that almost all of the PKK members who got the long-term credit from empowerment program such as UPPKS and *Grameen Bank* seem didn't independent and could developed their businesses. This evidence is almost the same as happened in Bangladesh said that most of the women from village who did the credit programs seem didn't independent although they did in 10 up to 15 years (*Afrin et.al.*,2008). In this research *Rahman* (1979, 1999) and *Katz* (1991a) said that stimulatory activities, supporting activities and sustaining activities are the important thing to develop the entrepreneurship (www.ccsenet.org, 03/10/2010). For what happened in Asia the study of World Bank 2001 suggest for institution changing, because it is the key for women empowerment program (<http://siteresources.worldbank.org>, 02/10/2010).

In reality, it's easy to recognize that women are attracted by promotion of fashion and handicraft products. Their activities are shopping for whom with enough money, reading and buy some books or magazines which telling and promoting about fashion and handicraft world, sight seeing for bazaar, exhibition, or in the mall, department store, even if in the traditional market, and off course for them who making and selling fashion and handicraft products. On this globalization era some of them do these all activities by on-line. From this reality, connecting PKK women members on the same location with women entrepreneurs on fashion and handicraft products, and supporting by PKK events hopefully will achieve many purposes.

Method

To examine and explore the real social situation based on what was happened, what was felt, and what was participants opinions the descriptive formulation must be needed (*Sugiyono*, 2008: 209-213).

Descriptive qualitative method was choosen for this research to understand the role and potential of PKK members empowerment activities which support creative industries.

PKK movement has already organized in all of government districts in Indonesia. the government has to maintain the PKK programs in order to succeed the government programs such as health programs. All of the PKK movements were based on 10 principals of PKK program. Because of this facts the observation was done at some PKK groups which have entrepreneur activities. For such an efficient observation for the research these groups were chosen : some of UPPKS (*Usaha Peningkatan Pendapatan Keluarga Sejahtera*) groups and *Grameen Bank* women empowerment programs at Malang district and the PKK group in Batu district who has developing entrepreneurship program (*Priharsanti*, 2011:68–72). The source of data pooling were developing from in-depth interview, participants observations, documents observation, visual observation, and on-line observation (*Bungin*, 2009:108–127).

Result: Design, Model, and Implementation of PKK Women Members Empowerment

As already described, there are three main elements that support PKK women members' empowerment i.e.: fashion and handicraft creative industries, PKK women members, and PKK activity/events. This links can cooperate together and do some empowerment programs. And at last the empowerment programs will create many jobs so they can help the women to support their family economies. This concept shown by Fig.3 below:

There are many sub-elements to discuss which can establish the work of this concept. *First*, the positive effects of PKK events and activity are supporting the government program in the area of social welfare and indirectly raise the managerial skill of PKK members. From these facts, the head of PKK district can take the challenge to give more attention to woman or groups of women in their area whom have fashion and handicraft business and promoted their products by PKK events. Try to cooperate with some institutions to give the training and education related to fashion and handicraft industries which is relevant with the resources (women resources, tools,

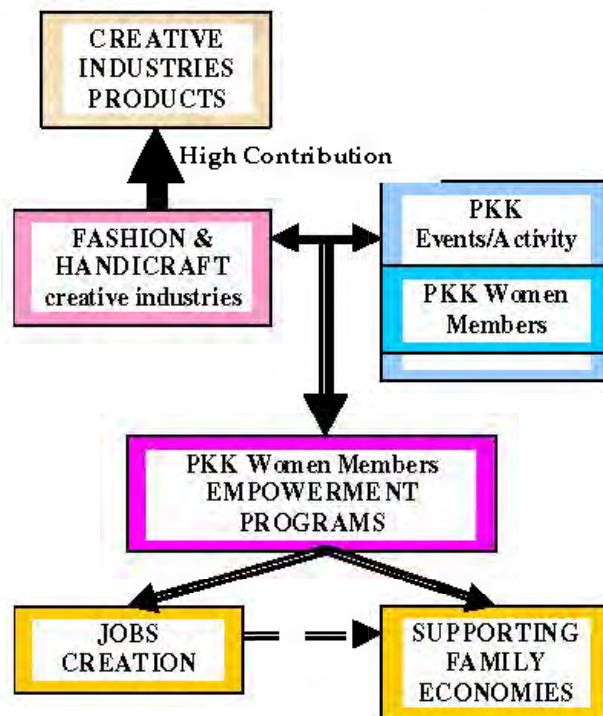


Figure 3. Concept of PKK Women Members Empowerment through Fashion and Handicraft Creative Industries

and materials). These activities at last will support the social welfare programs too.

Second, some of entrepreneurs in fashion and handicraft world are women and they're spreading in many district location. The study said that most of women businesses depend on their own entrepreneur behavior. So it's the time for government to give more attention to them by giving some encouragement and for both sides can be advantageous. At last, the cooperation between government via PKK activities and women businesses at fashion and handicraft products will create easily empowerment program to succeed.

Some kind of training and education that can be practice e.g.: embroidery, knitting, crochet, painting, batik work, quilting, sewing, beading, etc. The training can include time management, money management, product quality, and marketing. These kinds of work are producing fashion and handicraft products and the important thing it depend on knowledge and creativity of the people. Especially on batik work, it'll show the culture creation of Indonesia.

If the women empowerment program start to progress there will be a lot of jobs creation which can make the women supporting their family economies. These can be done if there was good cooperation between entrepreneurs and government to promote the product with better marketing strategy.

Implementation of UPPKS (*Usaha Peningkatan Pendapatan Keluarga Sejahtera*) Model.

At the beginning in 1976, UPPKS program due to Family Planning members. It was formed by BKKBN (*Badan Koordinasi Keluarga Berencana*). In 1990 involved all of the family criteria who want to be a member. The purpose of this program is to raise the family income by doing some economic activity. The source of funds is coming from BUMN and private sectors by *Yayasan Sejahtera Mandiri* (YDSM) management. As the study said from the beginning of the UPPKS groups set up, the members developing their funds by doing some 'save and credit' management. And the members of one group were formed at a group of several '*dasawisma*' areas. To achieve a success business and to survive depend on their own strategy by doing it independently. The mechanism of UPPKS program shown at the Fig.4 below.

Although this program formed by BKKBN, one of government institution which has responsibility for Family Planning members, the save and credit mechanism up to variation women businesses are depend on themselves as the owner of their businesses. Sometime they can promote and sell their products by PKK events, because UPPKS members are PKK women members too.

Implementation of Independent Women Empowerment Model

This empowerment model name was coming from how it worked. A business can work and will develop depend on entrepreneurship attitude. This business didn't wait for any aid program. The women members of the empowerment group have the entrepreneur attitude as Gibb said; "Creativity, Initiative, High Achievement, Risk-taking, Leadership, Autonomy and independence, Analytical ability, Hard work, and Good communication skills" (Kao and

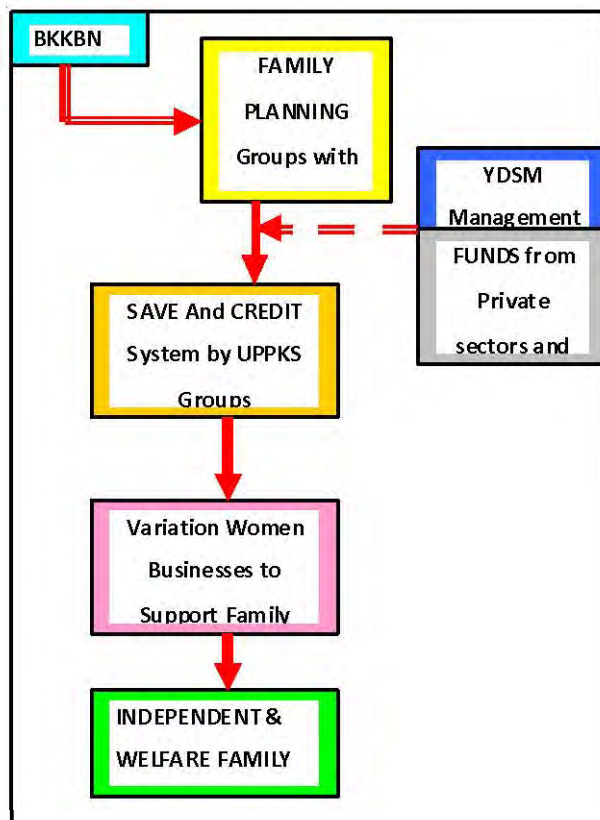


Figure 4. UPPKS Program Mechanism

(Source: Priharsanti, 2011:169)

Liang, 2001:6). Although those mentioned can be simpler by education and skill level but working the business with this basic attitudes will achieve succeed. The mechanism of this empowerment model can be seen on Fig.5. below;

Women Empowerment Suggestion Model for PKK Members through Fashion and Handicraft Creative Industries

Reach welfare and independent family are the main purpose of women empowerment model. This goal can be achieved by raising PKK women members' income. Actually it doesn't need a new empowerment program to build, because it will need more funds, more time, and works to do. So the better way is completed the mechanism of women empowerment program which has been working already.

For example for UPPKS business groups can be switch to cooperation unit with government, private sectors, and community help. Arrange localization/

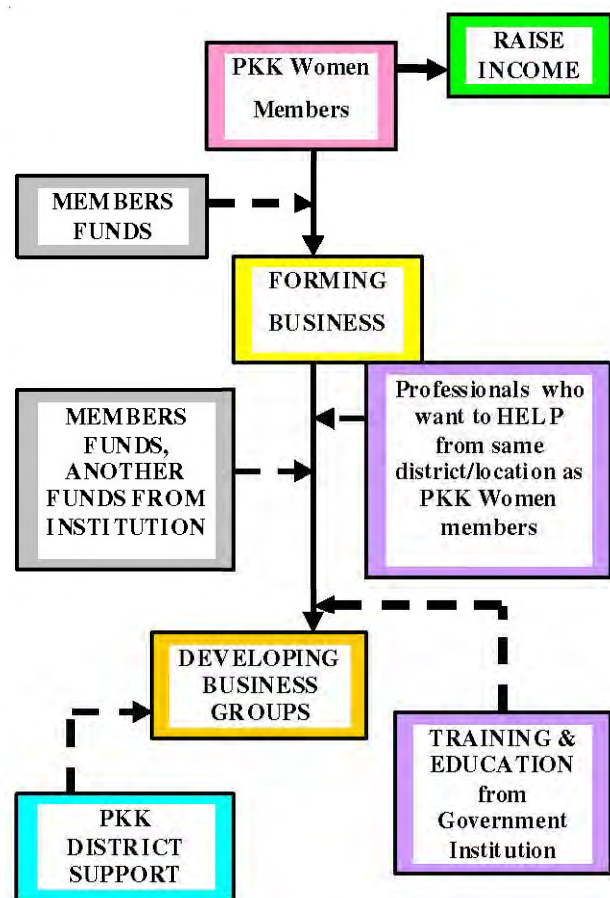


Figure 5. Independent Women Empowerment Model

(Source: Priharsanti, 2011:182)

cluster economies to raise the quality and quantity of business. This localization can establish by coordinating between government program via the Head of PKK district, entrepreneurs from fashion and handicraft businesses, institution, private sector (e.g.: CSR program), and community. The important thing for 'behavior problems' such as 'waiting and dependently' attitudes solved by entrepreneurial treatments. It will divide the business of the women into two groups. First, groups of women with entrepreneurial attitude and second, groups with such as 'worker'/'labor' attitudes. As seen on Fig.6:

Discussion

The suggestion model has to consider the situation of Indonesian creative industry that mention at Creative Industry Mapping. Therefore the steps for practicing this model will be more directed to the purpose. Table 1 below show of this association.

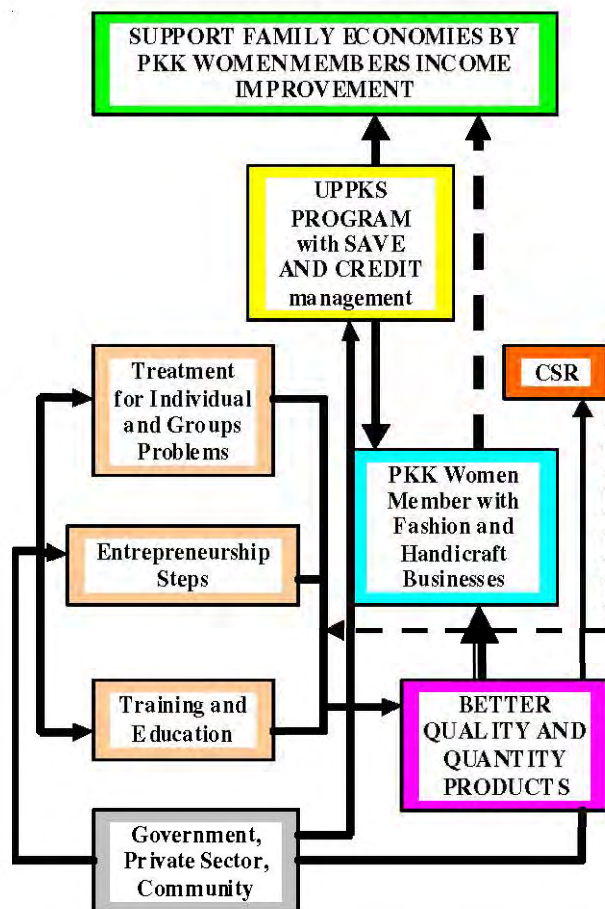


Figure 6. Women Empowerment Suggestion Model for PKK Members through Fashion and Handicraft Creative Industries

(Source: Priharsanti, 2011:187)

The suggestion model at point 3.3 can work to support fashion and handicraft creative industries if the entire empowerment program elements notice for what mentioned in table 1. Especially for weaknesses and opportunities, need an arrangement on some necessary steps with professionals help from institution.

For some ideas, many creative industries from another countries such as Japan, China, Thailand, and South Korea were 'up-loading' their potential culture and tourism destination by many interesting products. They can do promo for example by unique souvenirs, traditional show that carried out their total culture by costume, singing, dancing and traditional games, films that shown their culture, foods, snack, industry, fashion, music, etc. These creative industry ideas have the full support from telecommunications media.

For some reason women entrepreneurs on fashion and handicraft product, all PKK women members, and government institution must learn from some case like these Asian countries strategy. They have very closed condition extremely about cultures 'blow-up' that inspiring the development of Indonesian creative industry products. The strategy can succeed to influence all community by telecommunication propaganda. For example try to always use a domestic product and tourism destination at every TV shows, film, and music and learn more about unique culture of Indonesia and its product

"Inspiring Ideas" to refresh PKK Women Members Businesses in Fashion and Handicraft areas

Most of the ordinary housewives hobbies are watching some local television serial movies (electronic cinema). For some reason they will inspire by the artist costume, accessories, home furniture, music, etc. Unfortunately, the 'top rating' of this electronic cinema usually use 'western' or another Asian countries (e.g. South Korea, India) setting. On the other hand, the middle up class housewives has more knowledge about gadget and technology. They know how to operate the internet, include buying and selling products by this facility. On the entertainment area, they love to see 'western' or other Asian countries movies. And off course they will inspire by artist costume and accessories. Almost of the entire fashion products with full 'seller and buyer' on the internet came from abroad (e.g. Singapore, Hong Kong, South Korea, Japan, and so on).

May be those will threat local fashion and handicraft industries. But, on the other hand the entrepreneur will be more inspire by this 'epidemic' consumption and may take the opportunity by selling comparative product. It doesn't matter if the idea comes from other countries products but they can make comparative products with fully 'Indonesian cultures' material. And be the 'trend setter' not the 'follower'. If the women love to see their artist costume, they can make it by themselves with local materials. The movies costume and setting products are full with fashion and handicraft products. It'll create more product ideas for women entrepreneurs and let them

find their employee from groups of women who want to be employer.

"Inspiring Ideas", learning from Japan and South Korea Creative Industries

Furoshiki, are the type of traditional Japanese wrapping cloth that were frequently used to transport clothes, gifts, or other goods. Modern *furoshiki* can be made of a variety of cloths, including silk, cotton, rayon, and nylon. In recent years as environmental protection and transport lunch boxes and often doubles as a table mat for lunch. On March 6, 2006, the Japanese Minister of the Environment, Yuriko Koike, created a *furoshiki* cloth to promote its use in modern world (<http://en.wikipedia.org/wiki/Furoshiki>, 19/05/2011). *Furoshiki* idea is almost the same as Indonesian traditional wrapping on lunch boxes that is used by traditional farmers. They are using napkin (*'serbet'*) with common motif to transport their lunch from home to the field. And sometime, for wrapping foods and cake after some traditional celebration. As the same in Japan the users are declining or may be no one uses this habit due to the proliferation of plastic boxes. But, as modern reason why don't use this *furoshiki/serbet* idea for every gifts wrapping with some batik motif. Using batik for *furoshiki* may increase batik's buyers.

Another 'booming' creative industry was coming from South Korea. Almost everybody who have telecommunication access via television and internet knows what 'K-Pop' is, how is the 'Korean' fashion style, what is the popular food in Korea, *Hanbok*, etc. The important thing to examine how this thing can happen is because they are in 'unity'. From private sector e.g.: film industries, usually they are making the movie with tourism destination for example Jeju Island. Almost 'top rating' Korean drama/movies related any scenes of their setting with this destination. Another strategy was coming from culinary creative industries, for any scenes they always 'blow up' about Korean culinary such as *Bibimbap*, Korean *Ramyeon*, *Kimchi*, *Bulgogi*, etc. The artists use the Korean designer products for their costumes. These all entertainment was wrapping by excellent music (K-Pops and orchestra) performance make it more interesting. At last, behind the scenes of K-Pops, tourism destination, museum collection, sale

products events, and culinary were shown already at the Ministry of Culture, Sports and Tourism South Korea as the government support.

The important things from this learning are; *First* trying hard to explore nation culture to colors modern life style. *Second*, the unity of the entire element in the creative industry by practicing the collaboration project planning between government, private, and communities.

Conclusion

The main conclusion taken from this paper is the important of entrepreneurial manner. It is very difficult to be an entrepreneur because usually it comes from someone knowledge and talent. Especially not everybody's ready for risk-taking. But in the PKK women empowerment case, entrepreneur attitude will spread on a group or even more if they can do a good management and strategy in their business. It doesn't matter if there is not everyone wants to be an entrepreneur. For this kind of people, in this case, the entrepreneur women can examine what is the opportunity in fashion and handicraft products, what skill does it need, how many workers to do, and so on.

The second opinion is the important of paradigm changing for the entire element of PKK women members empowerment through fashion and handicraft industries. PKK organization as 'government's' institution as it always be a government successor in social and welfare programs, must be change to a truly PKK Movement. If there is understanding of the PKK Movement, it will gain more attention from entire element in PKK activity because PKK activity means "Community Movement". If there are many PKK activities to support family economies in 'one line' with community movement (government include) it'll make a big step for progress.

Suggestion

In order to raise the gain from PKK women empowerment programs, the government must considerate the leader position that has to be for the person who has particular knowledge and experience in this area. So, it doesn't have to give this leader position to the wife of district government leader.

Table 1. Implication of Women Empowerment Suggestion Model for PKK Members through Fashion and Handicraft Creative Industries Associated with Creative Industry Mapping by Indonesian Creative Economic Development Planning 2009–2015

Foundation	Strength	Weakness	Opportunity	Threats
PEOPLE (PKK WOMEN MEMBERS)	Increasing value of creative women Increasing creative women entrepreneurs with or without facilitation	Increasing value of creative people still producing low quality products Product copied, not trend setter A lot of "labor"/"worker" attitude not as an entrepreneur	Creative women can make innovation and be a trend setter	Not competitive with business women from another country
INDUSTRY (FASHION And HANDICRAFT)	Marketing distribution through modern and traditional market, bazaar, and exhibition especially from PKK events	Because there are a lot of 'trend' product copier, sometime the business can't stay continuously/seasonal products	The power of constant products with quality, innovation, design, and art for domestic market attention	Simple products with full of art and innovation from abroad
TECHNOLOGY	Increasing value and capacity of telecommunication by cellular phone, internet, etc with cheaper price.	A lot of PKK women members seem didn't use high technology for marketing and promoting their products	Marketing and promoting products through 'on-line' ways make big opportunity to meet more buyers	Almost all of competitor from other countries using 'on-line' ways to promote and sell their products
RESOURCES	Many great inspiration from Indonesian culture for fashion and handicraft industries A lot of natural resources or domestic products to complete the making of fashion and handicraft product ideas.	Weakness motivation to process the resources become final goods Sometime "Copier" business women produce fashion and handicraft products with import materials	Potential resources collaborate with creativity and innovation will create extraordinary products	Entrepreneurs from abroad can get many business inspiration from Indonesian resources
INSTITUTION (GOVERNMENT, PRIVATE SECTORS, COMMUNITY)	Government support for creative industry development by regulation e.g.: credit regulation CSR program	Government support didn't directly influence PKK women members business except there's PKK events Community are not yet appreciate domestic products	Domestic market promo with government, private, and community support to open international market opportunity	Government or institution website had shown creative/culture industry products of their country
FINANCIAL INTERMEDIARY	Government support for credit regulation	Most of PKK members are not ready for Bank/finance institution credit mechanism 'Gender' mechanism i.e. the husband must give agreement for his wife's credit proposal although it was her 'own' business	A lot of international funds for women empowerment	Full support mechanism from banking area for competitors from other countries

(Source: *Pengembangan Ekonomi Kreatif Indonesia 2025*, Departemen Perdagangan RI (2008:92–94))

The next steps include establishment activities and continuous promotion at marketing for some PKK groups which have been proven that their entrepreneurs activities were in developing process through times. These activities can be done by cooperation between government, some handicraft and fashion business field, and some people or groups which have specialization in handicraft products making and design. These focus activities will raise the multiplier effect for developing the PKK women empowerment program.

REFERENCES

- Afrin, S.I., Nazrul, Ahmed, Shahid, U. 2008. A Multivariate Model of Micro Credit and Rural Women Entrepreneurship Development in Bangladesh, *International Journal of Business and Management*, August., 2008, <http://www.ccsenet.org/journal/index.php/ijbm/archive/viewFile/1360/1322>, 03/10/2010.
- Alvesson, M., and Billing, D.Y. 1997. *Understanding Gender and Organization*, Sage Publication.Ltd
- Bungin, B. 2009. *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial lainnya*, Kencana Prenada Media Group.
- Departemen Perdagangan Republik Indonesia. 2008. *Pengembangan Ekonomi Kreatif Indonesia 2025. Rencana Pengembangan Ekonomi Kreatif Indonesia 2009–2015*.
- Hui, D. 2007. The Nature of Creative Entrepreneurship. The Creative Nouns & Entrepreneurship in East & South East Asia., in *Entrepreneurship in the Creative Industry*, Henry, Collete., Edward Elgar Publishing Limited. UK.
- Kao, R.W.Y., and Liang, T. 2001. *Entrepreneurship and Enterprise Development in Asia*, Prentice Hall., Pearson Education Asia Pte.Ltd.
- Mason, K.O., and Smith, Herbert, L.. 2003. Women's Empowerment and Social Context : Results From Five Asian Countries, http://siteresources.worldbank.org/INTEMPowerment/Resources/13323womens_empowerment.pdf, 02/10/2010.
- Priharsanti, A. 2011. *Peran dan Potensi Gerakan PKK serta Model Pemberdayaannya bagi Perempuan dalam rangka Membantu Ekonomi Keluarga (Studi pada Beberapa Kelompok Usaha PKK di Malang Raya)*, Program Magister Ilmu Ekonomi Universitas Brawijaya, Thesis, unpublished.
- Prijono, O.S., Pranarka, A.M.W. 1996. *Pemberdayaan Konsep, Kebijakan dan Implementasi*, Centre for Strategic and International Studies (CSIS). Jakarta.
- Sulistiyani, A.T. 2004. *Kemitraan dan Model-model Pemberdayaan*, Penerbit Gava Media.
- Anonim, F. <http://en.wikipedia.org/wiki/Furoshiki>, accessed 19/05/2011.
- Anonim, R. VI PKK, <http://tp-pkkpusat.org>, accessed 20/09/2010.
- Anonim. *Statistik Indonesia Kreatif 2002–2008*, <http://www.indonesiakreatif.net>, accessed 12/05/2011.
- Anonim. <http://www.portal.indonesiakreatif.net>, accessed 12/05/2011.