

Empowering women through home culinary business at baking lovers community (BIC) Samarinda

Norvadewi¹, Akhmad Nur Zaroni²

Faculty of Islamic Economics and Business, State Islamic University (UIN), Samarinda.

Abstract

This research is descriptive qualitative research. The study was conducted on the home-based culinary business community incorporated at Baking Lovers Community of Samarinda City. This research aims to find out the economic empowerment program in the BLC community, how the impact of empowerment on the development of culinary businesses in the city of Samarinda, and what obstacles they face in the empowerment of women in the community. Data collection techniques are conducted with Focus Group Discussion (FGD), interviews with BLC administrators and members, and documentation. Validity data using triangulation. As for data analysis using the Miles and Huberman models, data reduction, data presentation, and conclusion withdrawal. The economic empowerment program in BLC's is of various training to improve members' culinary skills, such as training together with baking cakes, bringing in chefs, photography training to support product promotion, product promotion on Social Media Fb and Instagram, sharing culinary recipes, social activities and charity bazaars, facilitating members to take care of business licenses and halal certification of products. The business potential developed is making the various artificial types of cakes and food, both modern and traditional, for multiple events, catering, and buffets. The empowerment programs of BLC are to be as a source of income, hobby development, knowledge sharing, business continuity, product innovation, packaging and brand innovation, and digital marketing development. Thus, this empowers them as subjects/actors actively involved in the story, empowered to manage businesses independently, and organizations that accommodate them play a role in charge. The obstacles faced are the unevenability of human resources, capital to develop companies, business licensing, and halal certification.

Key words: Women's economic empowerment; culinary business; community; baking lovers community

Copyright © 2022 Norvadewi, Akhmad Nur Zaroni

 Corresponding Author

Email Address: akhmadnurzaroni@iain-samarinda.ac.id

DOI: 10.29264/jinv.v18i0.11255

INTRODUCTION

The number of women who reach half the world's population makes women's economic empowerment necessary to realize inclusive and sustainable economic development. Deputy Governor of Bank Indonesia, Rosmaya Hadi in the international seminar "Women's Economic Empowerment: A Framework For an Inclusive And Sustainable Growth" held by Bank Indonesia in Jakarta to Voyage to Indonesia welcomed the annual meeting of the International Monetary Fund (IMF) - World Bank (WB) 2018 conveying the importance of increasing women's participation in the economy to encourage accelerated growth. Indonesia's economy is in the midst of the current economic recovery. For this reason, women may be able to take advantage of the opportunities for rapid economic development, including the current digital economy so that it can be an accelerator for increasing women's participation in the economy. (Ministry of Communications of Bank Indonesia, 21 Juli 2018).

Much of the literature confirms the important role of entrepreneurial women in social change and economic growth in developing and developed countries, such as studies conducted in Sri Lanka, Iran, Mongolia, and Italy (Aramand, 2012; Hewapathirana, 2011; Javadian & Singh, 2012). Women's empowerment includes economic and social empowerment. In addition, self-empowerment must also be considered. The empowerment of women as part of the sustainable development goals can be achieved through women's economic empowerment which in turn also empowers society socially. (Emily and Mearns, 2021).

Muhammad Ihsan, Deputy Assistant for Gender Equality of the Ministry of Women Empowerment and Child Protection said, women as economic actors have great potential in contributing to building Indonesia's economic resilience. To that end, women need to be given strategies to build and create business opportunities, facilitate the strengthening of individual and group skills, facilitate strengthening collaboration or cooperation, and improve women's access to business services (KPPA Media Publication, 2019). Ihsan added that since 2016, this has been done through home industry development policies. To date, there are more than 3000 cottage industries spread across Indonesia. The development of the cottage industry is still a pilot project, one of its activities is technical training and the assistance of production equipment to support the development of their business. (Publikasi Media KPPA, 2019).

Cottage industries provide many benefits for women to empower women in the economic sector, support the establishment of employment opportunities, reduce unemployment, and improve welfare to encourage confidence in women. Women's economic empowerment will contribute to local economic empowerment which has a central theme of job creation. This job creation plan includes mentorship program activities, public works programs, intensive technical and business skills training, the development of incubators and job centers, and youth development programs. (Meyer, 2014). In line with this, Elise Young said economic empowerment, especially economic empowerment for women, can solve problems that occur in society, this situation will also lead to equality for women or later called Women's Economic Empowerment and Equality (WE3). This needs to be realized by all stakeholders from the government, private sector, and the public. Elise added to achieve WE3 3 things can be done, namely: Make smart investments in women's businesses, Move toward real development partnerships with women's organizations and Collaborate with women's organizations (Young, 2016). Elise's statement means that achieving women's equality and economic empowerment can be done through: (1) Making smart investments in women's businesses, (2) Having real development cooperation with women's organizations, (3) Collaborating with organizations (Anonim, 2016).

Women's participation in the community (self-help groups) will make women more confident and independent thus making them able to turn their choices into desirable actions, which will lead to the emergence of economic, political, social, and psychological empowerment. (Kabeer & Cornwall, 2008). Elise Young states that women's equality and economic empowerment can be done through women's organizations. This is what is done by the Samarinda Baking Lovers Community (BLC) which was established in 2014. This community consists of women who have similar hobbies, namely cooking.

The similarity of hobbies is what then encourages them to gather and share experiences to form a community. The community that becomes a place for them to improve knowledge and skills in the culinary field is not even a few of them who can channel hobbies that then develop into businesses. In addition, this community is also a medium of promotion of culinary products that they produce. Almost

most of them then run a home-based culinary business that can eventually increase income and improve the family economy. This research aims to explore what are the economic empowerment programs through home culinary businesses in the BLC Samarinda community, what business potential is developed, how the impact on the business carried out, and what are the obstacles in economic empowerment.

Literature Review

Concept of Women's Economic Empowerment

Understanding Empowerment

The term empowerment is interpreted as an effort to provide empowerment (empowerment) or strengthening (Mardianto, 2015).

Etymologically empowerment comes from the basic word 'power' which means strength or ability. From this understanding, empowerment is interpreted as the process of acquiring power,

strength or ability, and or the provision of power, power or ability from those who have power to those who are less or not yet empowered (Sulistiyani, 2004). Rappaport defines empowerment as "empowerment is viewed as a process : the mechanism by which people, organization and communities gain mastery over their lives". Rappaport, 1984). Empowerment is seen as a process: a mechanism for how people, organizations, and communities gain control over their lives.

Odotolu (2003) as quoted by Zakiyah defines Empowerment as a transformation of power relations between men and women on four different levels, namely family, society, market, and state. Transformation seen in different contexts of power includes access and control over material and other sources (economic, legal, institutional and social), as well as possible changes in self- perception and self-confidence. The concept of empowerment can be understood in two contexts: first, power in the decision-making process with a point of emphasis on the importance of women's roles. Both empowerments in terms related to the focus on the relationship between women's empowerment and its aftermath in men in diverse societies (Zakiyah, 2010).

Women's Empowerment Goals

Women's empowerment aims to build awareness for women of gender equality so as to develop their potential, so that women can be independent and participate in development. Nugroho formulated the goals of women's empowerment as follows:

Able to improve the ability of women to be able to involve themselves as subjects who actively participate in development programs;

Improve the ability of women in leadership so as to have bargaining and involvement in every development process both as planners, implementers of monitoring and evaluation activities;

Improving the ability of women in managing household-scale businesses, small industries and large industries that can support improving the fulfillment of household needs, and opening up productive and independent employment opportunities; and

Improving the role and function of women's organizations at the local level as a forum for empowering women in order to be actively involved in development programs in their areas of residence (Nugroho, 2008).

While Sumodiningrat formulated the goals of women's empowerment are:

Building a female existence. Women should realize that they have the same rights as men and have the opportunity to develop themselves and not always be in a bad position;

Motivate women to have the ability or power to determine what is a life choice through a process of dialogue. Women also have the right to make choices and are not dependent on men.

Growing awareness in women about equality and their position in both the public and domestic sectors (Sumodiningrat, 1999).

Dimensions of Empowerment

Rowlands as quoted Rahman said that empowerment can be done in three dimensions, namely:

Personal; Develop self-confidence and confidence and individual capacities and eliminate the impact of internal oppression;

Rational; Develop the ability to negotiate and influence the nature of relationships and decisions made in them; and

Collectively; Individuals work together to achieve a wider impact than working individually.

Not only does it cover involvement in political structures, but it also includes collective action based on cooperation rather than co-petitions (Rahman, 2013).

Elements of Women's Empowerment

According to Kabeer as quoted by Dermawan, there are five main elements that need to be considered in the process of women empowerment, namely:

Welfare. This aspect is an important aspect in efforts to increase women's empowerment. It is undeniable that access to women's well-being is very weak;

Access (Access). Access is defined as the ability of women to be able to gain access to productive resources such as land, credit, training, facilities, marketing, labor and all public services equivalent to men;

Conscientisation (consignment). This is an understanding of the differences in gender roles and gender roles; and

Participation. Equal participation of women in the process of decision-making, policy making, planning and administration. This participation refers to the equal representation of women in decision-making structures both formally and informally, and their voice in formulating policies that affect their society.

Equality of Control. Equality in power over factors of production and distribution of profits so that both women and men are in a dominant position (Benefactor, 2016).

Women's Empowerment Strategy

Women's empowerment is a strategic way to increase women's potential and increase the role of women in both the public and domestic domains. The women's empowerment strategies formulated by Zakiyah are:

Debunking the myth that women are only complementary in the household. In traditional society there is a strong assumption that women are *konco wingking* (friends in the back) for husbands and the assumption of *swarga nunut hell katut* (to heaven follow, to hell carried). The words *nunut* and *katut* in Javanese connote passive and have no initiative, so the fate is very dependent on the husband;

Providing a variety of skills for women. This strategy aims to make women become independent and productive and not depend on the fate of men. There are various skills that can be taught to women, such as sewing, embroidery and entrepreneurship skills by making batik cloth and processing various types of food.

Provide the widest opportunity for women to pursue the world of education as widely as possible. This is necessary to break the public's assumption that the highest education of women will return to the kitchen (Zakiyah, 2010).

Women's Empowerment Programs

Nugroho formulated there are several programs that can be offered for women's empowerment, namely:

Strengthening the organization of women's groups at all levels ranging from villages to national. Such as the PKK (Family Welfare Development), cooperative associations and social foundations. Institutional strengthening is aimed at improving the ability of institutions to play an active role as planners, implementers, and controllers

Improved function and role of women's organizations in social marketing empowerment programs. This is important considering that during this time the empowerment program is there, less socialized and less involving the role of the community;

Involvement of women's groups in the planning, implementation and monitoring of all existing development programs. Women's involvement includes physical development programs, economic strengthening, and improving the quality of human resources; and

Enhance women's leadership ability, in order to have an equal bargaining position and have access and opportunities to be involved in development.

Increasing the ability of female group members in the field of business (small industrial scale/household to large industrial scale) with various supporting skills such as production capabilities, business management capabilities and the ability to access credit and wider marketing (Nugroho, 2008).

Indicators of Women's Empowerment

According to Riant Nugroho, there are four indicators of women's empowerment:

Access, in the sense of equal rights and access to productive resources in the environment;

Participation, namely participation in the use of these limited assets or resources;
Control, that men and women have the same opportunity to exercise control over the utilization of these resources; and
The benefit, namely that men and women should equally enjoy the results of utilizing resources or development equally and equally.

Women's Economic Empowerment

During this time the figure of women is considered inferior to men so the concept of empowerment is very important and mainly done for women so that women have independence, both economically and mentally.

There are two characteristics of women's empowerment, namely first, as a reflection of the emancipatory interests that encourage society to participate collectively in development. Second as a process of involving individuals or communities in the process of enlightenment, awareness and collective organization so that they can participate (Zakiah, 2010);

Economic empowerment, especially economic empowerment for women, can solve problems that occur in society, this situation will also lead to equality for women or later called Women's Economic Empowerment and Equality (WE3). This situation needs to be realized by all stakeholders from the Government, Private Sector, and the public. The private sector itself sees that investing in women's businesses or organizations is a value-sharing perspective, not only creating a good image for companies but also strengthening key consumer segments.

Here are three things to achieve women's economic empowerment (WE3) into reality from a private sector perspective:

Making smart investments in women's businesses;

Have real development cooperation with women's organizations; and

Collaborate with women's organizations (Young, 2016).

Community-Based Organizations

Zain and Suet Leng Koo define community-based organizations as one of the mechanisms that arises by involving non-governmental organizations (NGOs), government officials, elected local politicians and public representatives (important people) to play a better and most prominent role in local government (Rafique & Koo, 2018). According to Donna in Prihatiningsih that organizing efforts are stronger and more sustainable over time when they involve people who have strong personal bonds and shared values in society. It should also make efforts to empower members, offer opportunities to participate in organizational decision-making and improve skills and confidence in one's own abilities (Prihatiningsih, 2019).

Empowerment-oriented community-based organizations should connect with local or local networks to increase access to individuals who can bring other skills and resources into the organization.

Home Business (Home Industry)

Understanding home industry

Home industry or known as home industry is a business unit or company on a small scale engaged in a particular industry. Usually these companies only use one or two houses as production, administration and marketing centers at the same time. When viewed from business capital and the amount of labor absorbed is certainly less than large companies in general. (Muliawan, 2008).

Home industry is a production system that produces added value that is done in the location of an individual home, and not in a factory. From the scale of the business, the cottage industry includes micro-businesses. Generally, the cottage industry belongs to the informal sector that produces uniquely, related to local wisdom, local resources and handmade (Ananda, 2016).

Home industry falls into the category of Small and Medium Enterprises (SMEs). In Indonesia, there are various different definitions of SMEs based on the interests of the institution that gives the definition.

Central Bureau of Statistics (BPS): SMEs are companies or industries with workers between 5-19 people

Bank Indonesia (BI): SMEs are companies or industries with characteristics such as: (a) capital of less than Rp 20 million; (b) for one round of his business only requires funds of Rp 5 million; (c) have maximum assets of Rp 600 million outside of land and buildings; and (d) annual turnover \leq Rp 1 billion.

Department of Cooperatives and Small and Medium Enterprises (Law No. 9 of 1995): SMEs are small-scale and traditional people's economic activities, with a net worth of Rp 50 million-Rp 200 million (excluding land and buildings) and an annual turnover of ≤ 1 billion; in the MSME Law / 2008 with a net worth of Rp 50 million - Rp 500 million and annual net sales of Rp 300 million - Rp 2.5 billion.

Presidential Decree No. 16/1994: SMEs are companies that have a maximum net worth of Rp 400 million.

Ministry of Finance: SMEs are companies that have a maximum turnover of Rp 600 million per year and or maximum assets of Rp 600 million outside of land and buildings.

Ministry of Health: the company has a quality standard marking in the form of Extension Certificate (SP), Domestic Brand (MD), and Overseas Brand (ML) (Hubeis, 2009).

Micro, Small, and Medium Enterprises (MSMEs) are stand-alone productive business units, conducted by individuals or business entities in all sectors of the economy (Tambunan, 2017).

METHOD

This study is a qualitative study based on the philosophy of postpositivism, used to examine natural objects of which the researcher is a key element. The research technique used is a technique of collecting data combined / simulation, data analysis is inductive/qualitative (Sugiyono, 2009). Research that intends to understand phenomena about what is experienced by the subject of research e.g. behavior, perception, motivation, action, etc., holistically, and using description in the form of words and language, in a special context that is natural and by utilizing several scientific methods (Moleong, 2010).

This research only describes or constructs in-depth interviews of research subjects to provide a clear picture of the role of the Baking Lovers Community (BLC) community in women's economic empowerment through the culinary business they run and what impact the BLC community economic empowerment program has on the development of culinary business in Samarinda city.

The research location is Samarinda City focusing on the Baking Lovers Community (BLC) community. Researchers act as instruments in data collection in which case researchers directly come and interview the Chair of baking lovers community (BLC), administrators, and some members of BLC Baking Lovers Community (BLC) Baking Lovers Community (BLC). The technique of determining informants using the Snowball Sampling technique, where the research data has been sufficient then the process of searching for research data is considered complete.

Primary data was obtained directly from field research through interviews with informants, namely community administrators and members of the Baking Lovers Community community in Samarinda city of 60 people. The informant determination technique is purposive sampling. Research data in the form of profile and history of Baking Lovers Community (BLC), Baking Lovers Community (BLC) community work program Samarinda in women's economic empowerment. In addition, researchers will also hold a Focus Group Discussion (FGD) to explore the impact of economic empowerment on the development of culinary businesses in the city of Samarinda and various obstacles faced in the economic empowerment of women in the Baking Lovers Community community in Samarinda city. Secondary funds obtained indirectly or using supporting data include theories about women's economic empowerment, home businesses, women and businesses, culinary businesses, the results of previous research, reports from the Baking Lovers Community Samarinda community and so on obtained through research documents. Data analysis is the process of systematically preparing data obtained from interviews, field records, and documentation by organizing data, describing, compiling patterns, and making conclusions so that they can be understood and their findings can be informed to others. To analyze the data that has been obtained from interviews and observations, researchers use qualitative descriptive methods, namely describing and describing clearly the research object by the facts in the field. After that, the data is summarized, choosing the main things and focusing on the important things. Then the data is presented so that it is easier to plan the next work. The next step of the data is the analysis and drawn to conclusions (Sugiyono, 2010).

To check the validity of the data, researchers used triangulation methods. Triangulation is a technique of examining the validity of data that utilizes something else, beyond that data as a comparison. Checking the validity of the data is done because it is feared that there are still errors or errors passed by the author, by rewriting the results of the interview after completing the interview in person, or re-interviewing one of the research subjects to add less data when needed.

RESULTS AND DISCUSSION

The early history of the birth of the BLC community is the existence of a community called Bakul Kue Kue Home (BKR) in 2013. This community is a special community/group on social media that contains women who have a business selling cakes from home. Bakul Kue (BKR) is based in Jakarta and has several branches in Indonesia including in the city of Samarinda. But in its development finally, the Samarinda branch developed itself into Baking Lovers Community (BLC) which was initiated by Ika Pratiwi, Anissa, Wiwin, and Yani Triani in November 2014. Initially, those who both like the world of baking created a special Facebook account to share information about how to cook or make the right cake and anti-fail. Starting about burning cookie dough, sharing recipes, updating the latest cake types, and sharing experiences happening on their Facebook pages until previous members can be counted fingers, now increasing rapidly in number. Members are dominated by mothers so it is agreed to create a community so that the network is wider and larger. The BLC community has the motto "We Bake, We Care, We Share". By his motto, We Bake, We Care, We share, BLC Samarinda does not want his knowledge and sustenance for them alone. With social media, they share tips and recipes that can be used by many people. Then, social activities are charity bazaars they routinely do once a year. They share the proceeds from baking sales by 30 percent to underprivileged people. Each member also has a special field. Some are experts in making pastries, cake decorations, puddings, and other snacks. Share what can be shared. Apply the motto to those around you. In the Baking Lover Community, its members always share new knowledge. Not only in the community environment, but also outside the community, they apply the motto to care for each other and share. In the community, the average member is not just a hobby of cooking snacks but also selling online in this Tepian City. Four years running, the community is increasingly known to the community for actively participating in activities organized, from women-only events or other national events. Its members are women from various professions, such as civil servants, teachers, employees, and housewives who not only have a cake/home culinary business but are also interested in the world of baking / making cakes / culinary. In the community, the average member is not just a hobby of cooking snacks but also selling online in the city of Samarinda. Members from the beginning of only 20 people now reached the 60s people not only in Samarinda but some members come from Tenggarong and surrounding areas. Admission of members is carried out every November with a fairly strict selection process. The goal is to find loyal members who want to jointly raise the name of the community. Men or women can join. To become a member of BLC cannot be arbitrary. For the community to continue to exist and live, then there is a selection of members strict enough so as not to just stop by. BLC expects baking hobbyists who already have a culinary business because by joining BLC, you can learn as well as business in the culinary field. There are various motivations from members when joining the BLC community, namely as a means to add friends, tighten the ropes, and most importantly to add to the science of baking-baking and cooking-an.

Based on the results of the study, it was found that economic empowerment programs in the Baking Lovers Community (BLC) community with various skills programs and strengthening the role of women were able to make BLC members more independent and confident in their abilities. This is in line with the thinking of Eyden, et. All that women's participation in the community (self-help groups) will make women more confident and independent thus making them able to turn their choices into desirable actions, which will lead to the emergence of economic, political, social, and psychological empowerment (Kabear & Cornwall, 2008). So can Elise's statement that achieving women's equality and economic empowerment can be done through (1)

Making smart investments in women's businesses, (2) Having real development cooperation with women's organizations, (3) Collaborating with organizations (Anonim, 2016).

BLC's community empowerment strategy is in line with Zakiyah's theory that one of the women's empowerment strategies is to provide a variety of skills for women. This strategy aims to make women become independent and productive and not depend on the fate of men. Various skills can be taught to women, such as sewing, embroidery, and entrepreneurship skills by making batik cloth and processing various types of food. (Zakiyah, 2010).

Economic empowerment programs at BLC can improve the economy and family well-being of BLC members. This is evident from the development of culinary business members who are confident with their home business brand and make their culinary business grow rapidly and support the development of culinary business in the city of Samarinda. This has been said by Muhammad Ihsan, Deputy Assistant for Gender Equality of the Ministry of Women Empowerment and Child Protection said, women as economic actors have great potential in contributing to building Indonesia's economic resilience. To that end, women need to be given strategies to build and create business opportunities, facilitate the strengthening of individual and group skills, facilitate strengthening collaboration or cooperation, and improve women's access to business services (Publikasi Media KPPA, 2019).

In addition, the use of digital media with photography techniques for product design as a promotion on social media Facebook and Instagram has made the home culinary business of BLC members become increasingly developed and known to the public. The government strongly supports that women may be able to take advantage of the opportunities for rapid economic development, including the current digital economy so that it can be an accelerator for increasing women's participation in the economy. (Bi Communications Department, 2018).

Research on women's economic empowerment through home-based culinary business in Samarinda Baking Lovers Community (BLC) community has similarities with research Lilis Karwati et al, which empower women's economy through culinary business in the Country of West Java, but research on the Baking Lovers Community (BLC) Samarinda community is more specific because this community is formed on the common interests (Karwati et al., 2018). So is Susanti and Siti Mas'u's research that examines the economic empowerment of women, especially poor women in cottage industries. In the Baking Lovers Community (BLC) economic status is not a consideration, women from various economic classes become members of the community. More interestingly, in line with Benefactor's research that the culinary business in the Baking Lovers Community (BLC) Samarinda community creates a creative economy with various culinary variations that they create and compete to motivate each community member to create a unique culinary variant and have economic selling value (Emy and Mas'udah, 2017). And as Anggraini and Desideria that the new empowerment program will succeed with the support of various parties, namely the government, private sector, NGOs, and universities in the form of providing motivation, training and skills and access to capital so that this women's empowerment provides economic added value that can improve family welfare (Nenny & Regina, 2018.).

Based on the above analysis, women's economic empowerment can realize women's abilities as subjects, women's ability in leadership, women's ability to manage businesses, and women's ability to improve the role and function of organizations as a forum for empowerment. This can be done from indicators of the empowerment of women who have equality in accessing resources, participating, controlling, and utilizing resources. Thus this empowerment makes them as subjects/actors, actively involved in the development, empowered to manage businesses independently, and organizations that accommodate them play a role in empowerment.

Table 1.
Analysis of Women's Economic Empowerment Through Home-Based Culinary Ventures Samarinda Baking Lovers Community

Women's Empowerment Goals	Indicators of Women's Empowerment			
	Access	Participation	Control	Benefit
Improve women's abilities as subjects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance women's ability to be in leadership and involvement in the development process.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving women's ability to manage household-scale businesses, small industries, and large industries that can support improving the fulfillment of household needs, as well as opening up productive and independent employment opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the role and function of women's organizations at the local level as a forum for women's empowerment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on the results of field research, the women's economic empowerment program through home-based culinary efforts by BLC Samarinda has a great impact on the sustainability of women's

community efforts. However, some obstacles must be overcome. These constraints include; The unevenness of human resources capabilities, considering they come from different backgrounds that unite them is one desire and the same goal, being an obstacle also about capital to develop business, licensing and halal certification is also an obstacle, including their community organizations that have not been registered.

CONCLUSION

Baking Lovers Community (BLC) community economic empowerment program is conducted with various training to improve members' culinary skills, such as training together with baking, bringing in chefs, photography training to support product promotion through Facebook and Instagram social media, sharing culinary recipes, social activities and charity bazaars, facilitating members to take care of business licenses and halal certification of products.

The potential of home-grown culinary businesses is; Make various types of cakes and food both modern and traditional, catering and buffet services for various family and office events.

Impact of BLC empowerment programs for its members; as a source of income, hobby development, knowledge sharing, business continuity, product innovation, packaging and brand innovation, and digital marketing development. Thus this empowerment makes them as

subjects/actors, actively involved in the development, empowered to manage businesses independently, and organization that accommodates them plays a role in empowerment.

Constraints of women's economic empowerment through the home business of the Samarinda BLC community include; HR, capital, licensing, and halal certification.

REFERENCES

Al Qur'an dan Terjemahannya

Ananda, Riski. "Peran Home Industri Dalam Meningkatkan Ekonomi Keluarga (Studi Kasus Home Industry Keripik di Kelurahan Kubu Gadang)", *JPM FISIP* 3:2 (Oktober 2016).

Angraini, Nenny, dan Desideria Regina, Model Pemberdayaan Ekonomi Perempuan di Kabupaten Nias Berbasis Sumber Daya Lokal, dalam *jurnal Inada*, Vol. 1 No. 1, Juni 2018, h. 94-103, Universitas Kristen Indonesia.

Anonim, Perempuan dan Pemberdayaan Ekonomi, *Konsil LSM Indonesia*, 25 Oktober 2016 Anwas, Oos M. *Pemberdayaan Masyarakat di Era Global*. (Bandung : Alfabeta, 2013)

Aramand, M., *Women Entrepreneurship in Mongolia: the Role of Culture on Entrepreneurial Motivation*. *Equality, Diversity and Inclusion: An International Journal*, 32(1), 2012.

Assauri, Sofjan. *Manajemen Pemasaran Dasar, Konsep, dan Strategi* (Jakarta: PT Raja Grafindo Persada, 2014), 16.

Bianchi, M., Parisi, V., & Salvatore, R., *Female Entrepreneurs: Motivations and Constraints*. *An Italian Regional Study*. *International Journal of Gender and Entrepreneurship*, 8(3), 198-220, 2016.,

Chanel Emily Mc. Call and Kevin Frank Mearns, *Empowering Women Through Community- Based Tourism in the Western Cape, South Africa*, *Tourism Review International*, Vol. 25, pp. 157-171, Printed in the USA. All rights reserved. Copyright © 2021 Cognizant, LLC

Departemen Komunikasi Bank Indonesia, *Pemberdayaan Ekonomi Perempuan Wujudkan Pertumbuhan Ekonomi yang Inklusif dan Berkesinambungan*, 21 Juli 2018.

Dermawan, Abdurrafi' Maududi, *Pemberdayaan Perempuan Melalui Kegiatan Ekonomi Kreatif*, dalam *jurnal RAHEEMA, Jurnal Studi Gender dan Anak*, Vol. 3 No. 2 Tahun 2016, IAIN Pontianak

Duflo, Esther, *Women's Development and Economic Development*, dalam *Journal of Economic Literature*, Vol. 50, No. 1051-79, National Bureau of Economic Research (NBER), Cambridge, Desember 2012

- Eyben, R., Kabeer, N. & Cornwall, A., (2008). "Conceptualising Empowerment and the Implications for Pro Poor Growth." Paper prepared for the DAC Poverty Network by the Institute of Development Studies, Brighton.
- Fajar, Mukti. *UMKM Di Indonesia Perspektif Hukum Ekonomi*. (Yogyakarta : Pustaka Pelajar, 2016)
- Harimurti, *Manajemen Usaha Kecil* (Yogyakarta: BPFE-YOGYAKARTA, 2012). Hewapathirana, G. I, *The Role of Social Identity in Internationalization of Women- Owned Small Businesses in Sri Lanka*. *Journal of Asia Business Studies*, 5(2), 172-193, 2011.,
- Hubeis, Musa. *Prospek Usaha Kecil Dalam Wadah Inkubator Bisnis*. (Jakarta : Ghalia Indonesia,2009)
- J. Rappaport, *Studies in Empowerment: Introduction to The Issue, Prevention In Human Issue* (USA: 1984),
- Javadian, G., & Singh, R. P., *Examining Successful Iranian Women Entrepreneurs: An Exploratory Study*. *Gender in Management: An International Journal*, 27(3), 148-164, 2012.,
- Karwati, Lilis, et. al, *Women Empowerment to Build Entrepreneurship dalam Journal of Nonformal Education*, <http://journal.unnes.ac.id/nju/index.php/jne> JNE 4(2), 2108, Universitas Negeri Semarang. p. 169-176
- Kasmir, *Kewirausahaan-Edisi Revisi* (Jakarta: PT RajaGrafindo Persada, 2011)
- Mardikanto, Totok, dan Poerwoko Soebiato, *Pemberdayaan Masyarakat dalam PerspektifKebijakan Publik*, Cet. Ke-3 (Bandung: Alfabeta, 2015).
- Meyer, D.F., 2014, *Local Economic evelopment (LED), Challenges and Solutions: The Case of the Northern Free State region, South Africa*, p. 14, viewed 23 Januari 2021, from <https://showme.co.za/vaal/files/2014/08/local-economic-development>
- Muliawan, Jasa Ungguh. *Manajemen Home Industri: Peluang Usaha Di Tengah Krisis*(Yogyakarta: Banyu Media, 2008).
- Nitisusastro, Mulyadi. *Kewirausahaan dan Manajemen Usaha Kecil*.(Bandung: Alfabeta; 2010). Nugroho, Riant. *Gender dan Strategi Pengarus-utamaannya Di Indonesia*. (Yogyakarta: PustakaPelajar., 2011).
- Nugroho. 2008. *Gender dan Administrasi Publik Studi tentang Kualitas Kesetaraan dalam Administrasi Publik Indonesia Pasca Reformasi 1998-2002*. Yogyakarta: Pustaka Pelajar.
- Prihatiningsih, Tutut Ayu, *The Role of Puspita Bahari As A Community Based Organization In Empowering Fisherman Women (Study : Women Fishermen in Morodemak Village, Bonang District, Demak Regency)*. dalam *Junal Undip Semarang*, Website : <http://www.fisip.undip.ac.id>, diunduh pada tanggal 12 Agustus 2019.
- Publikasi dan Media Kementerian Pemberdayaan Perempuan dan Perlindungan Anak, *Peran Industri Rumahan dalam Pemberdayaan Ekonomi Perempuan*, Siaran Pers Nomor: B-044/Set/Rokum/MP 01/03/201 , 22 Maret 2019
- Rafique, Zain, and Suet Leng Khoo, "Role of Community-Based Organizations (CBOs) in Promoting Citizen Participation : A Survey Study of Local Government Institutions of Punjab, Pakistan", dalam *jurnal International Journal of Sociology and Social Policy*, Vol. 38 Issue : 3/4 , 9 April 2018, p. 242-258
- Rahman, Md. Aminur, *Women's Empowerment : Concept and Beyond*, dalam *jurnal Global Journal of Human Social Science, Sociology & Culture*, Vol. 13 Issue 6 Version 1.0 Year2013, USA
- Sugiyono, *Metode Penelitian (Pendekatan Kuantitatif, Kualitatif, dan R&D)*, (Bandung:Alfabeta, 2010).
- Sulistiyani, *Kemitraan dan Model-model Pemberdayaan*, Yogyakarta : Gaya Media, 2004. Sulistiyani, A.T. 2004. *Kemitraan dan Model-Model Pemberdayaan*. Yogyakarta: Graha Ilmu.

Sumodiningrat, Gunawan. 1999. Pemberdayaan Masyarakat dan Jaringan Pengaman Sosial.

Jakarta: Gramedia Pustaka Utama.

Susanti, Emy, dan Siti Mas'udah, "Women's empowerment model in home-based industries in East Java", dalam Jurnal Masyarakat, Kebudayaan dan Politik, Vol. 30, Number 4, 2017, page 353-366, Universitas Airlangga Surabaya

Tambunan, Tulus T.H. Usaha Mikro, Kecil, dan Menengah (Bogor: Ghalia Indonesia, 2017). Young, Elise, Harnessing Power to Shift the Economic Balance Toward Equality for Women,

Devex : International development News, 13 Oktober 2016

Zakiah, Pemberdayaan Perempuan oleh Lajnah Wanita dan Putri Al Irsyad Surabaya, dalam Jurnal "Analisa" Volume XVII, No. 01, Januari - Juni 2010.