



EMPOWERING FEMALE-HEADED HOUSEHOLDS THROUGH PASTRY-MAKING SKILLS TRAINING AND ENTREPRENEURSHIP ASSISTANCE

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Abstrak

Kegiatan pengabdian ini bertujuan meningkatkan keterampilan tata boga dan kapasitas kewirausahaan perempuan kepala keluarga melalui pelatihan pembuatan kue kering yang diselenggarakan oleh DP3AP2KB Kota Tangerang Selatan. Metode pelaksanaan pengabdian dilakukan melalui lima tahapan, yaitu (1) identifikasi dan penetapan peserta sasaran, (2) penyampaian materi mengenai pengolahan pangan, higiene, dan keamanan pangan, (3) demonstrasi dan praktik langsung pembuatan kue kering, (4) pelatihan pengemasan produk dan strategi pemasaran sederhana, serta (5) pendampingan, monitoring, dan evaluasi pascapelatihan melalui grup WhatsApp. Kegiatan dilaksanakan pada 22–23 April 2026 dengan melibatkan 30 peserta dari Kelurahan Kademangan, Sawah, dan Serpong bekerja sama dengan CV Danis Kuliner. Hasil kegiatan menunjukkan bahwa seluruh peserta (100%) mengikuti pelatihan hingga selesai, seluruh sesi materi dan praktik terlaksana sesuai rencana (100%), serta seluruh peserta berhasil menghasilkan produk kue kering sesuai standar praktik dan memperoleh sertifikat pelatihan. Indikator capaian program meliputi peningkatan kemampuan peserta dalam proses produksi, pengemasan produk, serta pemahaman dasar mengenai pemasaran dan kewirausahaan rumah tangga. Pendampingan pascapelatihan juga memberikan dukungan bagi peserta yang berencana mengembangkan usaha melalui fasilitasi sertifikasi BNSP, halal, dan BPOM. Program ini berkontribusi sebagai model pemberdayaan perempuan berbasis keterampilan produktif yang dapat meningkatkan kesiapan berwirausaha dan memperkuat kemandirian ekonomi perempuan kepala keluarga.

Kata kunci: *Perempuan Kepala Keluarga; Pemberdayaan Perempuan; Pelatihan Tata Boga; Kewirausahaan Kue Kering; Ketahanan Ekonomi.*

Abstract

This service activity aims to improve the culinary skills and entrepreneurial capacity of women heads of families through pastry making training organized by the South Tangerang City DP3AP2KB. The method of implementing service is carried out through five stages, namely (1) identification and determination of target participants, (2) delivery of material on food processing, hygiene, and food safety, (3) demonstration and direct practice of making pastries, (4) product packaging training and simple marketing strategies, and (5) mentoring, monitoring, and post-training evaluation through WhatsApp groups. The activity was held on April 22-23, 2026 involving 30 participants from Kademangan, Sawah, and Serpong Villages in collaboration with CV Danis Culiner. The results of the activity showed that all participants (100%) participated in the training until it was completed, all material and practice sessions were carried out as planned (100%), and all participants succeeded in producing pastry products according to practice standards and obtained a training certificate. Program achievement indicators include improving participants' abilities in the production process, product packaging, and basic understanding of

marketing and household entrepreneurship. Post-training assistance also provides support for participants who plan to develop their businesses through the facilitation of BNSP, halal, and BPOM certifications. This program contributes as a model of women's empowerment based on productive skills that can increase entrepreneurial readiness and strengthen the economic independence of women heads of families.

Keywords: Female-Headed Households; Women's Empowerment; Culinary Training; Pastry Entrepreneurship; Economic Resilience.

INTRODUCTION

Women heads of families are one of the vulnerable groups that face economic challenges because they have responsibilities as breadwinners as well as household managers (Lukman, 2024). This condition causes women heads of families to need support in the form of increasing economic capacity through sustainable empowerment programs (Adnawi et al., 2025). In South Tangerang City, this need is increasingly relevant because the number of poor people still reaches 44.61 thousand people with a poverty percentage of 2.39% by 2025, so interventions that are able to increase the economic independence of vulnerable groups are needed (Central Statistics Agency of South Tangerang City, 2025).

Based on the results of the identification of needs carried out by the South Tangerang City DP3AP2KB together with the village government and RT/RW administrators, women heads of families, productive women, and women from low-income families in Kademangan, Sawah, and Serpong Villages still face various obstacles in developing productive businesses. Most of the participants do not have technical skills that can be used as a home business, do not have superior products with economic value, do not understand attractive product packaging techniques, and still have limitations in utilizing digital marketing and business legality. This condition is in line with the results of research which shows that low productive skills and entrepreneurial literacy are one of the factors inhibiting the improvement of the welfare of women heads of families (Adnawi et al., 2025; Khasanah, 2021).

In an effort to answer these needs, the South Tangerang City DP3AP2KB held a pastry making training for women heads of families. This training was chosen because the pastry business is relatively easy to run as a household-based business, requires affordable capital, uses raw materials that are easy to obtain, has stable market opportunities, and can be developed into a family micro business. Various studies show that culinary training is able to increase technical skills, entrepreneurial interest, and opportunities to increase people's income when accompanied by direct practice and business assistance (Erlangga et al., 2024; Nawatmi et al., 2024; Agustina et al., 2025).

This service program is not only oriented towards improving pastry making skills, but also integrates hygiene and food safety training, product packaging techniques, digital marketing strategies, and post-training assistance through online monitoring and communication. In addition, participants who are ready to develop



their businesses receive assistance towards competency certification, halal certification, and food product licensing so that the businesses developed have better competitiveness. This approach is in line with the results of research that affirm that the success of women's empowerment is not only determined by the mastery of production skills, but also by strengthening entrepreneurial capacity, digital marketing, and access to business legality (Maulidiah & Agustina, 2024; Haryanto & Siregar, 2025; Risqiani et al., 2023).

Unlike culinary training in general which only focuses on the transfer of production skills, this program integrates technical training, entrepreneurship strengthening, digital marketing, post-training assistance, and business certification facilitation as a unit of the empowerment process. This approach is expected to increase the readiness of participants to build a sustainable business while strengthening family economic resilience. This comprehensive empowerment model is in line with the recommendations of various studies that emphasize the importance of integrating skills training with business assistance so that program impacts can take place in a sustainable manner (Susilo et al., 2024).

Based on these conditions, this service activity aims to improve pastry making skills, strengthen entrepreneurial capacity, and increase the readiness of women heads of families in developing home businesses as an effort to strengthen family economic resilience.

METHOD

This community service activity was carried out by the South Tangerang City Women's Empowerment, Child Protection, Population Control, and Family Planning Office (DP3AP2KB) in collaboration with CV Danis Kuliner as the training implementing partner. The target of the activity was 30 women heads of households, productive women, and women from low-income families from Kademangan, Sawah, and Serpong Villages. The activity will be held on April 22-23, 2026.

The method of implementing service uses a participatory approach that emphasizes the active involvement of partners in all stages of activities from identifying needs to evaluating programs. This approach is considered effective in increasing community capacity because participants are not only beneficiaries, but also play an active role in the learning process and skill development (Puspitasari et al., 2023; Maulidiah & Agustina, 2024).

The implementation of the activity consists of five stages as follows. First, needs assessment. The initial stage is carried out through coordination with DP3AP2KB, village governments, and RT/RW administrators to identify the needs of the target community. The identification results showed that most of the prospective participants did not have business skills that could be developed as a source of income, did not have superior products, and did not understand product packaging techniques, digital marketing, and business legality. Based on the results

of the analysis, pastry making training was chosen because it has the prospect of a home business that is easy to apply with relatively low capital and fairly good market opportunities (Erlangga et al., 2024; Nawatmi et al., 2024).

Second, preparation. The preparation stage includes coordination between the implementation team and partners, preparation of activity schedules, preparation of resource persons, provision of raw materials and practical equipment, and recruitment of participants based on the proposals of the village government and RT/RW administrators. All practical materials and learning media are prepared before the activity takes place to ensure the smooth implementation of the training.

Third, training Implementation. The training uses a combination of interactive lecture methods, demonstrations, hands-on training, discussions, and questions and answers. The material includes introduction to ingredients and equipment, pastry making techniques, hygiene and food safety, product packaging techniques, selling price, and digital marketing strategies through social media. The direct practice approach was chosen because it has been proven to be more effective in increasing mastery of entrepreneurial skills and motivation than theory-based learning alone (Erlangga et al., 2024; Agustina et al., 2025).

Fourth, mentoring. Mentoring was carried out after the training through a WhatsApp group facilitated by DP3AP2KB and CV Danis Kuliner. This activity aims to provide technical consultation on the production process, packaging, product marketing, and assistance for participants who will develop their businesses towards competency certification, halal certification, and food product licensing. Sustainable mentoring is one of the important factors in maintaining the sustainability of the impact of community empowerment programs (Maulidiah & Agustina, 2024).

Fifth, evaluation. Evaluation was carried out at the end of the activity using several instruments, namely: practical skills observation sheet; register of attendees; material achievement checklist; product product documentation; and post-training monitoring. Indicators of program success include: 1) the achievement of a target of 30 participants; 2) the attendance rate of participants reaches 100%; 3) all materials and practices are carried out as planned; 4) all participants are able to produce pastry products according to training standards; 5) all participants obtained a training certificate; and 6) increasing participants' understanding of product packaging, digital marketing, and home business development opportunities.

Impact measurement was carried out through observation of participants' skills during practice, the quality of the products produced, the level of participant participation during the activity, and the results of post-training monitoring regarding the readiness of participants to start or develop a pastry product-based business. The evaluation approach is used to determine the achievement of program



outputs while ensuring the sustainability of the benefits of activities for the target community (Puspitasari et al., 2023; Maulidiah & Agustina, 2024).

RESULTS AND DISCUSSION

RESULT

The community service program involved women from several communities in South Tangerang who were identified as priority beneficiaries for economic empowerment. Participants were recruited in collaboration with the Office of Women's Empowerment, Child Protection, Population Control, and Family Planning (DP3AP2KB), with emphasis on women experiencing economic vulnerability and those expected to become agents of community-based entrepreneurship. The characteristics of the participants are presented in Table 1.

Table 1. Characteristics of Trainees

Features	Number (people)	Percentage (%)
Communities affected by Cipeucang	9	30,0
Community cadres	8	26,7
PKK members	7	23,3
Female head of the family	6	20,0
Total	30	100

The program was attended by 30 participants from Sawah Village, Serpong, Kademangan, Nambo Village, Merpati Area, and Al-Barkah. Participants were predominantly from communities affected by the Cipeucang landfill (30.0%), followed by community cadres (26.7%), PKK members (23.3%), and female heads of households (20.0%). This composition reflects the program's alignment with its empowerment objectives by prioritizing women with economic vulnerability while engaging community representatives who can support knowledge dissemination. The distribution of participants across several communities also demonstrates the successful outreach to target groups prioritized by DP3AP2KB.

The implementation of the training program was evaluated based on predetermined operational indicators, including participant attendance, resource person participation, delivery of training materials, practical sessions, and certificate distribution. These indicators were used to assess whether the planned activities were implemented according to schedule. The achievement of the implementation indicators is summarized in Table 2.

Table 2. Program Achievement Indicators

Indicator	Target	Reach	Percentage (%)
Number of participants	30 people	30 people	100
Attendees	30 people	30 people	100
Presence of resource persons	2 people	2 people	100
Training materials are carried out	All materials	All materials	100
Baking practices	Whole group	Whole group	100

Indicator	Target	Reach	Percentage (%)
Participant certificate	30 certificates	30 certificates	100

All implementation indicators were successfully achieved according to the established targets. Participant and facilitator attendance reached 100%, all training materials were delivered as scheduled, practical sessions were completed by all groups, and certificates were distributed to every participant. These findings indicate effective coordination among the implementation team, partners, and participants, while also demonstrating that the practice-oriented training approach maintained participant engagement throughout the program.

The effectiveness of the training was further assessed by observing participants' mastery of the technical competencies introduced during the pastry-making sessions. These competencies covered the complete production process as well as basic entrepreneurial knowledge required to initiate a home-based business. The observed skill achievements are presented in Table 3.

Table 3. Participant's Skill Achievement After Training

Skill Aspect	Reach
Getting to know raw materials and equipment	All participants were able to take part in
Making the dough	All participants were able to do
Cake printing technique	All participants were able to do
Roasting process	All participants were able to do
Packaging techniques	All participants were able to apply
Determination of selling price	Participants gain a basic understanding
Digital marketing	Participants gain a basic understanding

The training substantially improved participants' technical competencies. All participants successfully completed each stage of pastry production, including ingredient preparation, dough making, molding, baking, and packaging. In addition, participants acquired a basic understanding of pricing strategies and digital marketing as essential components of small-scale business development. Observations during the practical sessions showed that each group produced pastry products that met the quality standards demonstrated by the instructors, indicating the effectiveness of the hands-on learning approach.

Beyond technical competence, the program also aimed to strengthen participants' readiness to establish or expand household-based businesses. Entrepreneurial readiness was assessed through participant engagement, motivation, and interest in post-training business development. The observed indicators are summarized in Table 4.



Table 4. Program Impact Indicators

Impact Indicators	Observation Results
Participant participation	Active during training
Practical solutions	All participants complete the practice
Ability to produce products	The whole group succeeded
Interest in participating in mentoring	Height
Interest in developing a business	Appears in post-training participants
Certification assistance	Facilitated DP3AP2KB

Observations indicated that participants were highly engaged during both the discussion and practical sessions. Their enthusiasm was reflected in their willingness to participate in follow-up mentoring through the established WhatsApp group. Participants also expressed strong interest in obtaining competency certification, halal certification, and food product licensing to support future business development. These findings suggest that the program enhanced not only technical competence but also entrepreneurial motivation and readiness for independent business activities.

The design of the community service program was closely aligned with the socio-economic conditions of South Tangerang, where poverty and limited employment opportunities continue to affect vulnerable households. By providing practical entrepreneurial skills and follow-up business assistance, the program was intended to address these local challenges through household-based economic empowerment. The relationship between the local socio-economic context and the intervention is presented in Table 5.

Table 5. The Relationship of Socio-Economic Conditions with Service Programs

Conditions	Implications for the Program
The number of poor people in South Tangerang City is still 44.61 thousand people	Requires an economic capacity building program
The target is women heads of families and productive women	Economic empowerment priority groups
Skills-based training	Provide household business opportunities
Business Assistance	Supporting program sustainability

The socio-economic conditions highlight the continuing need for interventions that enhance productive skills among economically vulnerable communities. Pastry-making training represents an appropriate intervention because it offers opportunities for establishing home-based microenterprises with relatively low capital requirements. Furthermore, integrating technical training with digital marketing education and business mentoring increases participants' potential to sustain their businesses, thereby contributing to improved household income and family economic resilience.

The results of the service show that the success of the program is not only determined by the high level of participant participation, but also by the implementation of an empowerment model that integrates technical training, entrepreneurship strengthening, digital marketing, post-training mentoring, and business certification facilitation. This model is an added value of the program compared to conventional culinary training because it provides greater opportunities for participants to develop their business independently and sustainably. Therefore, this service model has the potential to be replicated in vulnerable women's groups in other regions as one of the community-based economic empowerment strategies.

DISCUSSION

The results of the program implementation show that the target of the activity is in accordance with the goals of women's economic empowerment. The composition of participants consisting of women heads of families, community cadres, PKK members, and communities affected by Cipeucang reflects that the program has succeeded in reaching groups that have economic vulnerability while having the potential to become agents of empowerment in their respective environments. The selection of the target group is relevant to the goal of women's empowerment which not only increases individual capacity, but also strengthens the welfare of families and communities. These findings support the results of research by (Afif & Ningrum, 2024) Iqbal Adnawi et al. (2025) who stated that the women's empowerment program of heads of families plays a role in improving family welfare through strengthening economic capacity. These results are also in line with (Afif & Ningrum, 2024) Lukman (2024) who emphasized that women's empowerment is one of the important strategies in supporting sustainable development and reducing the gender gap.

The program achievement rate of 100% in all implementation indicators shows that the hands-on training method is able to increase participant participation during the activity. This success is not only influenced by the readiness of organizers and partners, but also by a learning approach that places participants as the main actors in the learning process. The demonstrations followed by hands-on practice provide participants with the opportunity to learn each stage of production gradually so that skills can be acquired through hands-on experience. This approach is in line with (Afif & Ningrum, 2024) Erlangga et al. (2024) who explained that practice-based culinary training is more effective in improving participant competence than learning that is only theoretical. Similar findings were also reported by (Afif & Ningrum, 2024) Nawatmi et al. (2024), which showed that hands-on practice was able to increase women's confidence and readiness in developing culinary skills-based businesses.

The improvement of the participants' skills demonstrated through the ability of the entire group to complete the production process to produce pastry products



according to standards shows that the training not only provides conceptual knowledge, but also produces technical competencies that can be applied immediately. In addition to production skills, participants gained an understanding of food hygiene, packaging techniques, selling pricing, and digital marketing. The integration of these aspects is important because the success of micro businesses is not only determined by the ability to produce products, but also by the ability to manage products so that they have added value and are able to compete in the market. These results strengthen the research of (Afif & Ningrum, 2024) Haryanto and Siregar (2025) which states that digital marketing strategies contribute to increasing the competitiveness of micro businesses. Similarly, (Afif & Ningrum, 2024) Risqiani et al. (2023) emphasized that the use of social media is one of the effective marketing strategies for MSME actors in expanding market reach.

Another important finding is the emergence of participants' motivation to develop their business after participating in the training. The enthusiasm of the participants during the practice, the activeness in the discussion sessions, and the desire to obtain follow-up assistance showed that the training was able to increase entrepreneurial readiness. Although this readiness has not been measured through quantitative instruments such as pre-test and post-test, the observation results show that there is a change in participants' attitudes towards household-based business opportunities. This condition is in line with (Afif & Ningrum, 2024) Omar (2021) who explained that improving skills and practical experience contributes to the formation of entrepreneurial intention. Thus, skills training can be the initial stage in building the economic independence of women heads of families.

The sustainability of the program is one of the advantages of this service activity. Unlike culinary training which generally stops at the delivery of materials and practices, this program is continued with assistance through WhatsApp groups, technical consultation, and facilitation towards competency certification, halal certification, and food product licensing. The assistance provides an opportunity for participants to develop their business more sustainably because they not only gain production skills, but also gain access to legality aspects and product quality improvement. These findings support (Afif & Ningrum, 2024) Maulidiah and Agustina (2024) who state that the success of women's empowerment is influenced by the integration between skills training, business mentoring, and institutional support. In addition, (Afif & Ningrum, 2024) Puspitasari et al. (2023) explained that sustainable assistance is an important factor in maintaining the sustainability of micro businesses developed by the community.

The relevance of the program is also seen from the socio-economic conditions of South Tangerang City which is still facing poverty problems. Data from (Afif & Ningrum, 2024) the Central Statistics Agency of South Tangerang City (2025) shows that the number of poor people still reaches 44.61 thousand people. This condition shows that interventions based on improving productive skills are still

very necessary, especially for women heads of families who bear the responsibility of family economy. In this context, pastry making training is a realistic business alternative because it can be run from home, requires relatively low capital, and has a fairly wide market opportunity. Thus, this program not only provides short-term benefits in the form of upskilling but also has the potential to strengthen family economic resilience through the development of household-based micro-businesses.

CONCLUSIONS AND SUGGESTIONS

The community service program through pastry making training organized by the South Tangerang City DP3AP2KB in collaboration with CV Danis Kuliner succeeded in improving the productive skills and entrepreneurial capacity of women heads of households, productive women, and women from low-income families through the stages of needs analysis, preparation, practice-based training, mentoring, and evaluation. The success of the program is shown by the achievement of all implementation indicators, namely the involvement of 30 participants according to the target, the attendance rate of participants and resource persons reaches 100%, all materials and practices are carried out as planned, all participants are able to produce pastry products according to training standards, and all participants obtain certificates.

In addition to improving technical skills in product production, packaging, and marketing, this program also increases participants' readiness to develop a home business through continuous mentoring and facilitation of competency certification, halal certification, and food product licensing. Thus, this program contributes as a skill-based women's empowerment model that integrates technical training, entrepreneurship strengthening, digital marketing, and business assistance so that it has the potential to strengthen family economic resilience and can be replicated in vulnerable women's groups in other regions.

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