

Socialization Of Women's Empowerment Through Creative Economy In The Crafts Sector

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Abstract.

Socialization of Women's Empowerment Through Creative Economy in the Craft Sector" aims to increase women's awareness and skills in developing the creative economy in the craft sector. This activity is carried out through training and mentoring to improve women's abilities in designing, producing, and marketing craft products. The expected results are increased income and welfare of women, as well as the development of the creative economy in the community. Thus, this activity can contribute to women's empowerment and local economic development

Keywords: *Women Empowerment; Creative Economy; Craft Sector; Training and Mentoring.*

I. INTRODUCTION

Empowering rural women is one of the efforts to improve the welfare of rural communities. Through financial and entrepreneurship training, rural women can gain the knowledge and skills needed to improve their income and quality of life. Rural women often have dual roles as housewives and breadwinners. However, they often face limited access to resources and opportunities to improve their income and quality of life. Therefore, empowering rural women through financial and entrepreneurship training can be one solution to improve their welfare. One way to empower women is through the development of the creative economy in the craft sector. The craft sector has great potential to increase women's income and welfare, as well as preserve local culture and traditions. By developing the creative economy in the craft sector, women can improve their skills, increase their income, and become more independent. Therefore, the socialization of women's empowerment through the creative economy in the craft sector aims to increase women's awareness and skills in developing the creative economy and improving their welfare. Through this activity, it is hoped that women can gain the knowledge and skills needed to develop a successful and sustainable craft business.

II. METHODS

This financial and entrepreneurship training is carried out in several stages, namely:

Needs Identification

Needs identification is a process to understand the needs and interests of rural women in managing finances and developing businesses. The purpose of this needs identification is to understand what is needed by rural women to improve their skills and knowledge in managing finances and developing businesses. By identifying needs, we can understand what rural women need to improve their skills and knowledge in managing finances and developing businesses. This can help us design empowerment programs that are effective and in line with the needs of rural women.

Financial Training

Financial training is a training program designed to help rural women improve their skills and knowledge in managing personal and business finances. The goal of this financial training is to help rural women manage their finances more effectively and efficiently, so that they can improve their welfare and develop their businesses. By conducting financial training, rural women can improve their skills and knowledge in managing personal and business finances, so they can improve their welfare and develop their businesses.

Entrepreneurship Training

Entrepreneurship training is a training program designed to help rural women improve their skills and knowledge in developing businesses, marketing products, and managing businesses. The goal of this entrepreneurship training is to help rural women become successful and independent entrepreneurs. Rural women become successful and independent entrepreneurs: Entrepreneurship training can help rural women become successful and independent entrepreneurs by improving their skills and knowledge in developing businesses, marketing products, and managing businesses. Increased income: Entrepreneurship training can help rural women increase their income by developing successful and independent businesses. Increased independence: Entrepreneurship training can help rural women increase their independence in managing their own businesses.

By undertaking entrepreneurship training, rural women can improve their skills and knowledge in developing businesses, marketing products, and managing businesses, so that they can become successful and independent entrepreneurs.

Mentoring

Mentoring is the process of providing assistance and support to rural women in developing their businesses and managing their finances. The purpose of this mentoring is to help rural women improve their skills and knowledge in managing businesses and finances, so that they can become more independent and successful in developing their businesses. By providing assistance, village women can improve their skills and knowledge in managing businesses and finances, so that they can become more independent and successful in developing their businesses.

III. RESULT AND DISCUSSION

Skills Improvement: Village women have improved their skills in managing businesses, making crafts, and marketing products.

Income Improvement: Village women have increased their income through selling craft products and developing businesses.

Independence Improvement: Village women have increased their independence in managing their own businesses and finances.

Creativity Improvement: Village women have increased their creativity in making crafts and developing new products.

Economic Impact: Empowering rural women through the creative economy in the craft sector has had a positive impact on the local economy and increased the income of rural women.

Social Impact: Empowering rural women through the creative economy in the craft sector has had a positive impact on the social lives of rural women, such as increasing self-confidence and independence.

Challenges: Empowering rural women through the creative economy in the craft sector still faces challenges, such as lack of access to markets and technology.

Recommendations: Empowering rural women through the creative economy in the craft sector needs to be continuously developed and supported by appropriate policies and adequate resources.

Empowering rural women through the creative economy in the craft sector has had a positive impact on the economic and social lives of rural women. However, there are still challenges that need to be overcome to increase the success of this program. Thus, further efforts are needed to support the empowerment of rural women through the creative economy in the craft sector.



Fig 1. Skills Enhancement discussion: Village women have improved their skills in managing businesses, making crafts, and marketing products.



Fig 2. discussions have a positive impact on the social lives of village women, such as increasing self-confidence and independence.



Fig 3. Creativity Enhancement discussion: Village women have enhanced their creativity in making crafts and developing new products.

IV. CONCLUSION

Empowering rural women through the creative economy in the craft sector has proven effective in improving the skills, income, and independence of rural women. This program has helped rural women develop successful and independent craft businesses, as well as increasing their awareness and participation in economic activities. Skills Improvement: Village women have improved their skills in managing businesses, making crafts, and marketing products. Income Improvement: Village women have increased their income through selling craft products and developing businesses. Independence Improvement: Village women have increased their independence in managing their own businesses and finances.

Women Empowerment: Empowering rural women through creative economy in the craft sector has had a positive impact on the lives of rural women and the surrounding community.

Local Economic Development: The program has contributed to the development of the local economy and increased community income.

Awareness Building: The program has increased the awareness and participation of rural women in economic activities and community development.

Program Development: The program to empower rural women through the creative economy in the craft sector needs to be continuously developed and expanded to other areas

Government Support: The government needs to provide greater support for this program, such as providing funds, training, and infrastructure.

Stakeholder Collaboration: Collaboration with stakeholders, such as civil society organizations and the private sector, needs to be improved to increase the effectiveness of the program.

Thus, empowering rural women through the creative economy in the craft sector has proven effective in improving the skills, income, and independence of rural women. Therefore, this program needs to be continuously developed and supported to improve the lives of rural women and the surrounding community.

V. ACKNOWLEDGMENTS

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