

# Model of Empowerment of Poor Women Through Family Entrepreneurship Development in Medan City

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**Abstract.** This research aims to be able to explore the potential of women entrepreneurs in the city of Medan with the approach of empowering women through training for female heads of poor families in order to increase the level of family income and provide academic policies to the Medan City Government in developing models of empowering poor women in entrepreneurship. The research method used is experimental design research using qualitative and quantitative approaches to women entrepreneurs in the city of Medan using primary data in the form of interviews, FGDs and distributing questionnaires and field observations. The results of the research show that solving the problem of poverty in the city of Medan, one of which can be achieved by empowering women through training that is creative, innovative and based on personal character and social capital for women heads of poor families. However, the approach of the Head of Poor Women's Family in Medan City is still not optimal in reducing the number of poor people, therefore it is necessary to increase, especially in the aspect of women entrepreneurs. With the results of this research, women entrepreneurs who also act as housewives can increase their creative competence through the ability of social innovation in entrepreneurship so as to increase economic income

**Keywords:** Women Entrepreneurs, women's empowerment models, social innovation capabilities

## 1 Introduction

Poverty is characterized by the inability of an individual to sustain a lifestyle consistent with the standards of their community, coupled with an incapacity to fully utilize their mental and physical capabilities within that social context. According to the World Development Report [1], Strategies addressing poverty have adopted a comprehensive understanding of the phenomenon, encompassing diverse dimensions and aspects of economic deprivation. According to the statement Schiller [2], Laderchi, Saith and Stewart [3], Demonstrate that the manner in which we define and gauge poverty has significant implications for the underlying principles of poverty-related policies and programs [4] Poverty always displays women's faces

at the front. Hubeis stated that women are asked to participate in development, but the work that society considers to be natural for women is still required to be done alone by women. Dual roles seem to belong only to women [5]. This causes 'home-based' women to become worried because they consider themselves unable to participate in a wider context.

Numerous modern researchers highlight that within economically disadvantaged households, women consistently serve as a crucial pillar for the family's financial well-being. Initiatives to address poverty should be complemented by community awareness programs to ensure a balanced approach. Poor women within families typically assume at least four key roles. Firstly, they act as managers of family finances. Secondly, they shoulder the responsibility for all domestic tasks. Thirdly, they often function as the primary breadwinners for the family. Fourthly, they serve as significant nodes in the social network, particularly in the context of social transfers, particularly during times of crises and emergencies [6]

Various efforts to eradicate and overcome poverty in Indonesia have been carried out in various ways, but the approaches taken are still mostly based on the aspect of increasing income alone and pay less attention to the role of poor women as subjects of development. Alleviating poverty by empowering the role of women is expected to be able to reduce poverty in the city. Medan. It is also hoped that empowering women is an alternative solution to reducing the number of poor people. To make this happen, the role of society, government and the private sector is very necessary. Therefore, there needs to be an appropriate strategy through policies, programs and various activities that support it.

Providing empowerment and/or abilities to women can of course be understood as an effort carried out through various activities or activities related to providing skills or training to housewives with the aim of providing skills that can help them meet their living needs.

Medan City Government has carried out various trainings to empower women, including: acrylic training; Barbershop Training; Barista Training; Fish Cultivation Training; Digital Marketing Training; Flower Acrylic Handicraft Training; Handy Craft Training; Hydroponics Training; Sewing Training; Beauty Training; Decoupage Craft Training; Handicraft Training and others. However, the series of training carried out by the Medan City Government is still limited to implementing training only and has not been optimally directed to increase productivity which can provide a role for housewives who play a dual role in increasing additional family income. Based on these conditions, research on "Models of Women's Empowerment in Entrepreneurship through Social Innovation in Encouraging Family Economic Independence in the City of Medan." This article is part of the research which specifically examines the Model of Empowering Poor Women through Family Entrepreneurship Development in the City of Medan with the main aspects studied being as follows:

- 1) The potential and opportunities that women have in developing family entrepreneurship
- 2) Obstacles that are often encountered in developing family entrepreneurship
- 3) Model of Women's Empowerment through Family Entrepreneurial Development in the city of Medan

The implementation of the "Women's Empowerment Model through Family Entrepreneurial Development in the city of Medan" is deemed crucial and pressing as a proactive measure against the escalating severity of poverty that could exacerbate women's circumstances. This research aims to cultivate a resilient spirit among women by enhancing their competencies in creation, expression, and innovation. The ultimate goal is to foster independence, enabling them to contribute significantly to the family's economic well-being.

## **2 Literature Review**

### **2.1 Empowerment**

The concept of empowerment includes the meaning of community development and community-based development [7] Empowerment is a proactive attempt aimed at enhancing the capacities and potential inherent in a community, enabling them to fully realize their identity, dignity, and autonomy for sustainable self-development. It involves fostering self-strength by encouraging, motivating, and heightening awareness of one's capabilities, followed by endeavors to further develop and fortify these capabilities. Empowerment, therefore, serves as a construct that interconnects individual strengths and competencies, inherent support systems, and proactive behaviours with social policy and the pursuit of societal change. [8], [9], [10]

In this context, it emphasizes that Additional affirmative actions are required in defrauding, In addition to establishing a favorable climate and environment. The implementation of these concrete steps will involve providing various inputs, as well as opening access to various opportunities to be processed in such a way, which will result in society becoming more empowered. In the concept of empowerment, humans are their own subjects. In accordance with the concept of people – centerer development, the approach used gives more place to the human aspect, so it is more humanistic in nature. One of the most important things for realizing community-based development is to place the community as more than a subject, as an actor in development.

The empowerment process underscores the provision of capabilities to communities, motivating and encouraging individuals to possess the empowerment necessary for determining their life choices. It is emphasized that empowerment should extend to groups or segments of society that have been marginalized. Within the empowerment process, active participation stands out as one of the crucial elements essential for the success of these empowerment initiatives. Participation is the parties involved and taking part in an ongoing empowerment process.

The concept of Women's empowerment is a deliberate endeavor to achieve parity in roles, access, and control between women and men across all developmental domains. Government and societal initiatives aimed at women's empowerment are committed to ensuring equitable creation and distribution of developmental benefits for both genders. Fostering home

entrepreneurship by empowering women within the household economic system is a key component of the government's prioritized agenda integration.

The concepts of women's empowerment and gender equality play crucial roles in human development. Empowerment involves a transformative process wherein individuals who previously lacked the ability to choose are granted access and freedom to make their own decisions [11]. Women, as a part of the human resources in the labour market, particularly in Indonesia, make a substantial contribution to development [12]

Women's empowerment is a developmental journey wherein women proactively initiate social activities to enhance their own situations and conditions. Genuine empowerment relies on active participation from women themselves. This process unfolds gradually, transforming women into agents who shape choices, control resources, and make strategic life decisions [13]. Women's empowerment is a form of effort to strengthen their powerlessness so that they are able to help themselves, be independent, and develop their self-reliance [14]

According to Riant Nugroho [15] The objectives of the women's empowerment program include:

- 1) Enhancing women's capacity for active engagement in the program.
- 2) Facilitating their development as active participants (subjects), moving away from being mere objects of development, as has been the case.
- 3) Augmenting women's leadership skills to enhance their negotiating power and participation in all aspects of development, including planning, implementation, and monitoring and evaluation.
- 4) Building women's capabilities to manage businesses at the household, small, and large scales to meet growing family needs and to create opportunities for productive and independent work.
- 5) Amplifying the role and function of women's organizations at the local level, serving as forums for empowering women to actively participate in development programs within their communities.

Women's empowerment encompasses three key elements: (1) capacity building, focusing on enhancing women's abilities; (2) cultural change, involving a shift in cultural norms favoring women; and (3) structural adjustment, entailing changes in societal structures to support women. Empowerment initiatives are aimed at promoting community welfare by fostering gender equality.

## **2.2 Entrepreneurship**

Numerous professionals, including psychology, sociology, economics, and behavioral science, trying to define entrepreneurship in their own fields. The two main disciplines that comprise the concepts in the field of entrepreneurship are economic concepts and behavioral concepts. Schumpeter, 1967 The entrepreneur is elucidated as an innovator with the potential to

undertake novel initiatives, serving as an economic leader and playing a pivotal and facilitating role in the course of economic development. Views from McClelland, 1965 The accessibility of self-employment or entrepreneurship is closely tied to the level of excessive drive for success, often referred to as the 'need for achievement' (n ACH motive). According to Rahman [16], entrepreneurship is a unique function associated with the entrepreneur's ability to leverage factors of production such as capital, labour, and land to generate new goods or offerings services. It is described as a set of behaviours encompassing the identification of financial possibilities, exercising initiative, fostering creativity and inventiveness, planning innovation, organizing socioeconomic mechanisms to translate resources and situations into practical outcomes, and embracing the risk of failure. A woman entrepreneur, on the other hand, is defined as a woman who, either independently or with one or more partners, initiates, purchases, or inherits a business. She accepts associated risks and obligations in the areas of finance, administration, and society, actively taking part in the daily administration of the enterprise. Such individuals are also referred to as female self-employed individuals, female entrepreneurs, or female business owners. Entrepreneurship is a pivotal element for development, wielding significant economic and societal influence [17],[18] [19]

Entrepreneurship is the capacity to innovate and create something novel. This definition suggests that an entrepreneur is an individual with the capability to generate something new and distinct, diverging from existing norms or introducing creations that differ from what existed previously. According to Kasmir [20] Entrepreneurship involves utilizing creativity and innovation to address challenges and identify opportunities for enhancing the business and overall quality of life. One overarching conclusion from these diverse definitions is that people view entrepreneurship as a function encompassing the identification and taking advantage of market possibilities, frequently through the selection and/or arrangement of beneficial inputs. Key characteristics and traits associated with with entrepreneurship: (1) self-assurance, independence, individualism, and optimism; (2) task- and outcome-oriented thinking; (3) a drive for success and a profit-oriented mindset; (4) tenacity, fortitude, and a commitment to hard work; (5) a strong sense of drive, energy, and initiative; (6) a willingness to take chances and a liking for challenges; (7) conduct as a leader, involving effective interaction with others, receptiveness to suggestions and criticism; (8) originality, innovation, creativity, and flexibility; and (9) future-oriented foresight and perspective [21]

### **3 Research Methods**

a) Type of Research

This research is descriptive research using qualitative and quantitative data, which is specifically related to the empowerment of poor women in Medan City Regency through the development of family entrepreneurship towards increasing family income.

b) Data Research

This research uses primary data and secondary data. Primary data was collected through observation, interviews and focus group discussions related to places, events and activities for empowering poor women in Medan City. Secondary data sourced from statistical data on poverty and the results of studies from the Medan City Bappeda related to Poverty Reduction Reporting in Medan City from the last 3 years.

c) Research Sample Technique

In this research, the research sampling technique used the snowball approach in conjunction with purposive sampling. It is believed that by using this method, researchers will be able to find enough important informants.

d) Data Analysis Techniques

To ensure the validity of the data, data sources triangulation is used with methods for data analysis using an interactive three-part model of analysis consisting of data reduction, data presentation, and conclusion drawing [22].

Data reduction is a selection process which is the rough data abstraction and simplification based on field notes. Interviews and focus group discussion summaries are examples of field data. Secondary data is transcribed into reports, which are then condensed, and the most noteworthy information is chosen.

Data presentation is an assembly of information organization that allows research conclusions to be made. In this case, data presentation includes various types of matrices, images or schemes, networks, activity relationships and tables.

Drawing conclusions is an organization of data that has been collected so that a conclusion can be made.

Apart from interactive analysis, Sara H. Longwee's gender analysis model is also used with the "Framework for Women's Empowerment" This is predicated on how crucial growth is for women [23]. Three elements are included in women's empowerment: (1) capacity building, which is the development of women's talents; (2) cultural change, specifically women-favoring cultural change; and (3) structural modification. The goal of empowerment initiatives is to achieve gender equality for the benefit of the community. These five (five) factors comprise the analysis criteria employed in this method: (1) wellbeing; (2) access; (3) awareness; (4) participation; and (5) control.

## 4 Results and Discussion

a. Respondent Characteristics

Age and educational background are among the characteristics of the respondents and firms that are the subject of this study's data, start of entrepreneurship, source of financing and business ownership as shown in table 1

**Table 1.** Characteristics of Respondents

Characteristic		frequency	Percentage
Age	Less tah 20	0	0%
	20-30	2	4%
	31-40	11	24%
	41-50	17	38%
	51-60	12	27%
	Above 60	3	7%
Education	not finished in elementary school	3	7%

	Primary Education	7	16%
	Secondary Education	7	16%
	High School Senior	17	38%
	Bachelor	11	24%
Length of business	Less than five years	19	42%
	six to ten years	18	40%
	11–15 years old	1	2%
	Above 15 year old	7	16%
Sources of Financing	Saving	29	64%
	Assets Sales	0	0%
	Loan	13	29%
	Etc	3	7%
Business Activities	Homemade Cakes	19	42%
	Coffee Shop	4	9%
	Breakfast	11	24%
	Selling Vegetables	5	11%
	Restaurant	1	2%
	Grocery	5	11%

Source: Questionnaire, 2023

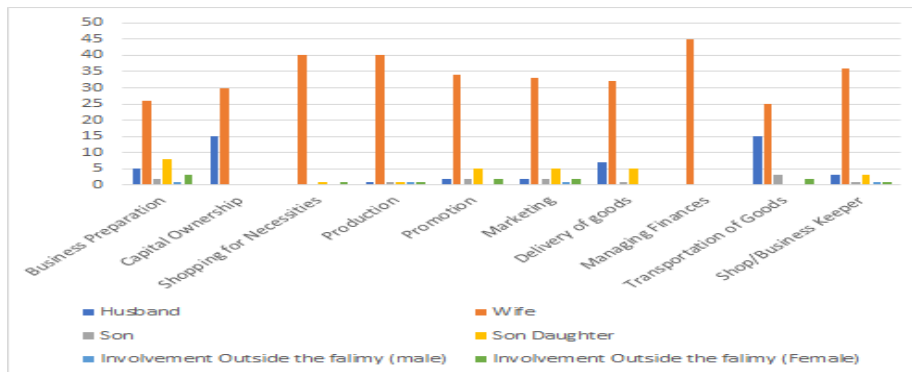
Considering the provided table, it is evident that the majority of those surveyed fall within the 41-50 age group, indicating a mature age for venturing into business. Additionally, most respondents have a high school or equivalent educational background, suggesting that they possess at least sufficient knowledge for entrepreneurship gained from their high school education. The data also reveals that, on average, the duration of entrepreneurship is concentrated in the 0- 5 and 6-10 year ranges, implying a growing trend of individuals initiating entrepreneurial pursuits each year.

Furthermore, the primary source of financing for the respondents is their personal savings. In terms of business ownership, the predominant type is home-made cakes, with 19 individuals constituting 42% of the respondents. On the other hand, the smallest category of business ownership is restaurants, represented by only 1 person, accounting for a mere 2%

#### b. Analysis of Respondent Descriptions

##### Entrepreneurial characteristics or features of the Respondents

The following graph displays the findings from surveys and in-person interviews with respondents about family engagement in entrepreneurship:



**Fig. 1.** Men's and women's involvement in entrepreneurial activities

According to the findings from the questionnaire, it is evident that wives play a significant role in entrepreneurial involvement, with the lowest level of male involvement outside the family. Figure 1 visually represents the distribution of responsibilities within entrepreneurial activities. The graph indicates that wives are actively engaged in various aspects of business management, including purchasing essentials, promotional activities, marketing, and financial management. On the other hand, husbands are predominantly involved in transportation and the delivery of goods.

The analysis suggests that entrepreneurial activities are typically lighter tasks, with wives shouldering the majority of responsibilities, while husbands allocate more time and energy to their primary jobs outside the entrepreneurial venture

The journey of a woman who falls into the poor category and acts as an entrepreneurial woman is not easy. They face many challenges and obstacles. The following is a summary of respondents' responses regarding the obstacles and challenges of women entrepreneurs in the city of Medan.

**Table 2.** What challenges, barriers and obstacles do household women entrepreneurs face Poor in the city of Medan



Challenges and Obstacles	Value							
	1		2		4		5	
	F	%	F	%	F	%	F	%
There are Social Expectations and Demands	3	6,7	1	2,2	18	40,0	23	51,1
Lack of confidence	2	4,4	4	8,9	23	51,1	16	35,6
Difficult to Divide Time	5	11,1	1	2,2	12	26,7	27	60,0
Be careful in making decisions	3	6,7	4	8,9	21	46,7	17	37,8
Security	3	6,7	5	11,1	14	31,1	23	51,1
Less of Access to Capital	10	22,2	5	11,1	18	40,0	12	26,7
Doubts About Getting Started	3	6,7	3	6,7	14	31,1	25	55,6
Feeling that the business idea has no potential	6	13,3	8	17,8	15	33,3	16	35,6
As Wife and Mother	4	8,9	3	6,7	15	33,3	23	51,1
Lack of Knowledge in starting and managing a business	4	8,9	3	6,7	22	48,9	16	35,6
Lack of access to business capital loans	4	8,9	3	6,7	21	46,7	17	37,8

Source: Questionnaire, 2023

Women entrepreneurs still encounter various obstacles in running their businesses, which gives rise to many reluctances among them to expand the scale of their businesses. They prefer to keep their businesses small scale and informal. Based on Table 2 above, it can be seen that the biggest obstacle is difficult to overcome time with a percentage of 60%. Apart from that, another obstacle and challenge is doubts about getting started to expand its large-scale business venture.

**Table 3.** Personal Potential Characteristics of Women Entrepreneurs in Poor Households in Medan City

Personal Character	Value							
	1		2		4		5	
	F	%	F	%	F	%	F	%
Confident and optimistic	3	6,7	2	4,4	18	40,0	22	48,9
Oriented to Tasks and Results (Goals)	3	6,7	3	6,7	22	48,9	17	37,8
Courage to Take Risks	4	8,9	2	4,4	13	28,9	26	57,8
Leadership can collaborate with other people	3	6,7	4	8,9	23	51,1	15	33,3
Have high imagination (originality)	3	6,7	4	8,9	12	26,7	26	57,8
Future oriented	8	17,8	5	11,1	15	33,3	17	37,8
Have enthusiasm for what you do	5	11,1	4	8,9	16	35,6	20	44,4
Able to act independently (Independent)	4	8,9	7	15,6	17	37,8	17	37,8
Sensitive to situations and conditions	3	6,7	4	8,9	16	35,6	22	48,9
Have curiosity (creative and innovative)	4	8,9	4	8,9	22	48,9	15	33,3
Persistent, persistent and not easily discouraged	5	11,1	3	6,7	21	46,7	16	35,6

Source: Questionnaire, 2023

Particularly in low-income households, women have the ability to increase household income, through the potential for self-development in carrying out entrepreneurship.

According to Table 3 above, evidently, the greatest potential is courage to take risks and have high imagination (originality) with a percentage of 57.8%. Apart from that, the potential he has is a confident and optimistic attitude as well as being sensitive to situation and conditions, which reaches 48.9%.

**Table 4.** Opportunities for Social Capital in the form of group support, social skills and support families in women's entrepreneurship in poor households in the city of Medan

Personal Character	value							
	1		2		4		5	
	F	%	F	%	F	%	F	%
Business Motivation	2	4,4	5	11,1	15	33,3	23	51,1
Business Encouragement	2	4,4	5	11,1	20	44,4	18	40,0
Group View	1	2,2	3	6,7	13	28,9	28	62,2
Ability to build collaboration	1	2,2	2	4,4	19	42,2	23	51,1
Ability to build trust	4	8,9	4	8,9	14	31,1	23	51,1
Participation in local Community	4	8,9	5	11,1	18	40,0	18	40,0
Sociability	3	6,7	4	8,9	12	26,7	26	57,8
Openness	5	11,1	6	13,3	12	26,7	22	48,9
Activities in Groups	5	11,1	3	6,7	13	28,9	24	53,3
Parental Support	5	11,1	2	4,4	20	44,4	18	40,0
Family Support	9	20,0	2	4,4	19	42,2	15	33,3

Source: Questionnaire, 2023

Social capital is an attitude of mutual trust, mutual acceptance and mutual assistance, which is embedded in society, resulting in patterns of cooperation as an implementation of social interaction. In the economic system, the emergence of social capital at both the micro (family) and meso (community) levels still does not provide invisible benefit value, and the tendency is still to be dominated by the role of human capital, namely knowledge, skills, attitudes and motivation. Based on Table 4 above, it can be seen that opportunities for social capital in the form of group support, social skills and family support in entrepreneurship for women in poor households in the city of Medan are more supported by the group view aspect with a percentage of 62.2%. Apart from that, opportunities are supported by the sociability aspect of 57.8%, activities in groups 53.3% and business motivation of 51.1%.

**Table 5.** Entrepreneurial abilities of women in poor households in the city of Medan

Personal Character	value							
	1		2		4		5	
	F	%	F	%	F	%	F	%
Reading opportunities	2	4,4	4	8,9	19	42,2	20	44,4
Creativity	0	0,0	2	4,4	20	44,4	23	51,1
Improvisation	2	4,4	1	2,2	11	24,4	31	68,9
Perseverance	1	2,2	2	4,4	19	42,2	23	51,1
Solve the problem	1	2,2	5	11,1	14	31,1	25	55,6
Marketing Capabilities	4	8,9	2	4,4	16	35,6	23	51,1
Product Development	0	0,0	5	11,1	13	28,9	27	60,0
Customer Development	2	4,4	6	13,3	15	33,3	22	48,9

Source: Questionnaire, 2023

Based on Table 5 above, it can be seen that the entrepreneurial ability of women in poor households in the city of Medan is more driven by the ability to improvise with a percentage of 68.9% and apart from that, product development is 60% and the ability to solve the problem is 55.6%.

#### 4. An Examination of Poor Women's Empowerment in poverty reduction policies.

Poverty reduction policies or in Medan City, projects are implemented through various activities such as: various types of training that have been conducted by the City of Medan Government to empower women, including: Acrylic Training; Barbershop Training; Barista Training; Fish Cultivation Training; Digital Marketing Training; Flower Acrylic Handicraft Training; Handicraft Training; Hydroponics Training; Sewing Training; Beauty Training; Decoupage Craft Training; Handicraft Training and others.

Apart from that, increasing women's access to knowledge and skills about management, market information, business capital, forming business groups, increasing income and business, organizing women in groups, reducing workload, increasing women's active participation in business planning.

The activities conducted appear to align with certain aspects of women's empowerment, as outlined by Sara Longwe. Specifically, there is an emphasis on increasing welfare, enhancing access, and boosting participation. However, the analysis suggests that these efforts have not yet reached the level of critical awareness activities and the mastery of various resources. The policies and programs in place seem to position women primarily as recipients or beneficiaries rather than active participants, and they may be limited to mobilizing existing resources without a strong emphasis on building critical awareness among poor women. There's a noted gap in fostering awareness to empower women to overcome challenges actively and encouraging innovation and creativity in the development of family entrepreneurship. As such, there may be room for a more comprehensive approach that integrates critical awareness-building activities and encourages women to play a more central and creative role in entrepreneurship development. An overview of the research results can be seen in table 6.

**Tabel 6.** Five aspects of women's empowerment

Objective	5 Aspect of Women's Abilities				
	Welfare	Access	Awareness	Participation	Mastery
1. Increase access to women					
a. Understanding and Proficiency in Management	vv	vv	vv	vv	
b. Details regarding the Market	vv	vv	vv		
c. Venture capital	vv	vv	vv	vv	
d. Business Group Formation	vv	vv	vv	vv	
2. Increased Women's Business Income	vv	vv	vv	vv	vv
3. Organizing Women in Groups					
4. Reduced Workload					
a. Increasing the number of women who actively engage in business planning					

Source: focus group discussion, 2023

Certainly, it sounds like you are proposing a model called the "Medan Pro-Poor Capacity Improvement Model (P2CIMM)" based on the analysis of potential, opportunities, obstacles, and policies and programs related to empowering poor women in Medan City. In this case, a model of capacity building that supports poor communities through empowering women in entrepreneurship is carried out optimally by involving all community actors from regional government, academics, as well as the business environment and community leaders. Based on the P2CIMM model, the empowerment that needs to be carried out includes:

The call for support from all stakeholders, encompassing government, private sector, NGOs, and universities, is crucial for the implementation of gender-responsive poverty reduction programs. This involves recognizing and leveraging the potential held by poor women who are entrepreneurs, while also capitalizing on existing opportunities. It's imperative to address the obstacles faced by women in poverty, ensuring a comprehensive and inclusive approach to poverty alleviation. This collaborative effort is essential for creating effective and sustainable gender-responsive programs that consider the diverse strengths, challenges, and opportunities faced by women in poverty.;

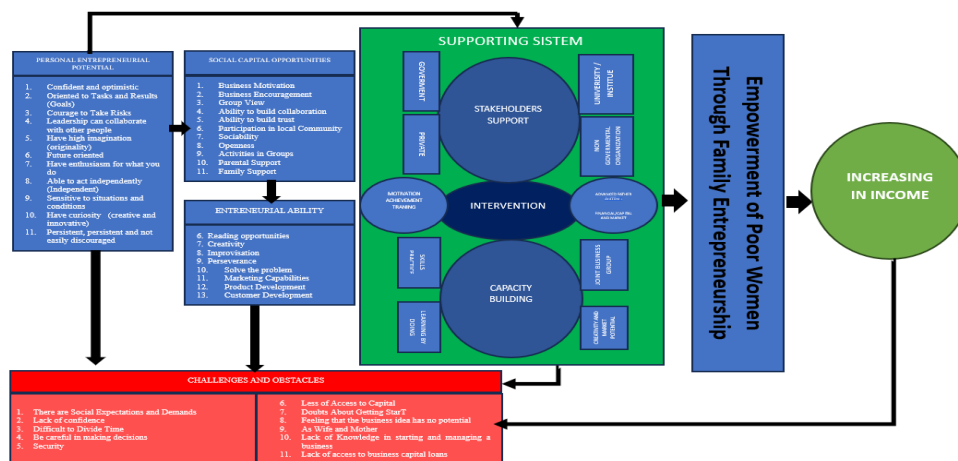
There is Motivation Achievement Training for poor women plays a pivotal role in empowering them to enhance their skills, knowledge, and capabilities business actors as an intervention in overcoming internal obstacles so that awareness grows in improving family welfare.

Strengthening networks between poor women business actors and local entrepreneurs is a strategic initiative that fosters collaboration, mutual support, and economic development. Networking between fellow business actors needs to be strengthened through the formation of joint Establishing business groups among poor women serves as a valuable platform for

experiential learning and skill development through hands-on activities. These groups become mediums for "learning by doing," allowing members to enhance their skills while actively working on producing commodities that align with market preferences

- a. It is necessary to start forming joint business groups based on comparable company categories, which can be utilized to standardize prices, get rid of unfavorable rivalry, encourage healthy competition in business, and distribute gains among underprivileged female business players;
- b. It's vital to encourage creativity through capacity building, skills instruction to make the goods generated appealing to consumers and suit market preferences, both for products and appearance, business diversification and packaging;
- c. In order for the products produced to be effectively absorbed by the available market both locally and more broadly (regionally and nationally), interventions for poor women business actors must be implemented with consideration for market potential.
- d. In order to provide business financing and markets for underprivileged women entrepreneurs, the Father Lift system needs to be expanded to include as many local entrepreneurs as possible.
- e. It is hoped that the various interventions will encourage family entrepreneurship, which is defined by growing innovation, self-confidence, flexibility, and resilience to a variety of changing circumstances. This way, the efforts made by the family business will hopefully increase the source of income for impoverished women's families and the business will grow sustainably.
- f. By improving product diversification, improving product quality, diversifying packaging and expanding markets, it is hoped that poor women who are entrepreneurs can improve their welfare.

The main components of the pro-poor capacity improvement terrain model are depicted in the following figure.



**Fig. 2.** Model of Empowering Poor Women Through Family Entrepreneurship Development Towards Increasing Family Income in Medan City / Medan Pro-poor capacity improvement model (P2CIM) creative economy

## 5. Conclusion and Recommendation

**Conclusion.** Based on the results of the research that has been carried out, several conclusions can be drawn regarding the problems studied, namely as follows: Challenges, barriers and obstacles do household women entrepreneurs face Poor in the city of Medan are Social Expectations and Demands, Lack of confidence, Difficult to Divide Time, Be careful in making decisions, Security, Less of Access to Capital, Doubts About Getting Started, Feeling that the business idea has no potential, As Wife and Mother, Lack of Knowledge in starting and managing a business and Lack of access to business capital loans with its highest presentation being an obstacle difficult to overcome time with a percentage of 60%. Apart from that, another obstacle and challenge is Doubts about getting started to expand its large-scale business venture. Potential in contributing to household income, in the form of Social Capital potential in the form of group support, social skills and family support in women's entrepreneurship in poor households in the city of Medan with the highest opportunity being courage to take risks and having high imagination (originality) with a percentage of 57, 8%. Apart from that, the potential he has is a confident and optimistic attitude as well as being sensitive to situation and conditions, which reaches 48.9%. As well as Social Capital Opportunities in the form of group support, social skills and family support in women's entrepreneurship in Poor Households in the city of Medan which is more supported by the group view aspect with a percentage of 62.2%. Apart from that, opportunities are supported by the sociability aspect of 57.8%, activities in groups 53.3% and business motivation of 51.1%. All of this results in the entrepreneurial ability of women in poor households in the city of Medan being more encouraged by their ability to improvise with a percentage of 68.9% and apart from that also product development by 60% and the ability to solve the problem by 55.6%. Based on the results of the analysis regarding the potential, opportunities, obstacles and policies and programs of the Medan City Government related to empowering poor women, a model can be formulated called the Medan pro-poor capacity improvement model (P2CIMM).

**Recommendation.** In developing a model of women's empowerment to be able to become an entrepreneur optimally for women who fall into the category of poor households, there needs to be an intervention that involves all aspects of development implementers, namely the government, private sector, universities and NGOs which must work together to build capacity building for women's empowerment in entrepreneurship in order to increase family welfare income.

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