

Strategy for Strengthening Women's Entrepreneurship in Efforts to Support Women's Knowledge-Based Food Independence through Banyuasin Regency Cooperative Institutions

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Abstract: This research aims to maximize the potential of women's entrepreneurship through cooperative institutions by supporting food independence, creating a targeted strengthening strategy model that can be adopted and applied not only in cooperative and SME institutions but also to all women entrepreneurs. The research was conducted at the BMT Trans Mekar Sari Mandiri Consumer Cooperative in Mulia Sari Village, Tanjung Lago District. The research involved at least 10% of the total population, namely 100 female entrepreneurial respondents using a sampling technique, namely *purposive sampling*. The method used in this research is a quantitative method. The data obtained in this research consists of primary and secondary data. Primary data was obtained through direct interviews in the field with sample cooperative members (women entrepreneurs) using a list of questions contained in the form of a questionnaire. Secondary data was obtained from agencies related to this research, namely the Banyuasin Regency Cooperative Service as well as literature such as cooperative RAT reports, books, journals, articles, and previous research. To analyze the data was used SWOT analysis. The results of the research conclude that strategies that can be implemented include maximizing women's abundant resources in cooperatives, carrying out cadres according to standardization, formulating rules for the protection of women in entrepreneurship, making it easier for women entrepreneurs to access capital, and collaborating with various parties supporting the development of women's entrepreneurship.

Keywords: cooperative, women's entrepreneurship, strategies

1. Introduction

The global food crisis is not just an issue, currently the world is being hit by three consecutive phenomena that have occurred in the last two years, namely climate change or significant climate change, the Covid-19 pandemic, and war conflict. These three impacts certainly have a big impact on food stability, giving rise to a global food crisis faced by countries in the world, one of which is Indonesia. Of course, there must be a strategy that can be implemented to at least reduce the impact so that it is not felt further and affects food stability, including strengthening the local food system by developing innovative production systems through empowerment activities that involve all parties, one of which is the strategy of strengthening women's entrepreneurship in cooperative institutions [1]. Research on strategies for strengthening women's entrepreneurship in cooperative institutions and SMEs has generally been carried out [2][3][4][5][6] as well as research on entrepreneurship itself has also been widely discussed [7][8][9][10].

Cooperatives and SMEs in Indonesia operate in various fields to achieve community welfare, one of which is agriculture. One of the agricultural

cooperatives that has the largest female members in South Sumatra Province is the BMT Trans Mekar Sari Mandiri Cooperative in Tanjung Lago District, Banyuasin Regency. There are 1117 recorded cooperative members, 90% of whom are women, so there are recorded as many as 1005 cooperative members consisting of women. Cooperatives create opportunities for women to help themselves and are not hampered by patriarchal ideologies that prioritize men, because in cooperatives, all members have the same rights and obligations. Cooperatives play a strategic role in empowering women, and with cooperatives, women can prove their competence and strengths, as shown by the success of several cooperatives and MSMEs managed by women without having to sacrifice their role as housewives [11]. Nowadays, women are not only housewives but also play a role in improving the family economy [12]. Women are one of the important components who are also expected to contribute to development.

This is inseparable from the population of Indonesia, where almost 50% of the 250 million population are women. Women's participation in becoming independent through entrepreneurship shows quite significant development. Data from the

Ministry of Cooperatives and SMEs in 2015 recorded that of around 52 million SMEs throughout Indonesia, 60 percent of businesses were run by women [11]. Considering the large role of women's entrepreneurship in the village economy in particular, it is necessary to design a strategy model for strengthening women's entrepreneurship so that it can be sustainable. There are 3 pillars that must be considered in food independence which can be seen in the Figure 1 below:



Figure 1. Pillars of Food Independence

- a. Availability
This pillar is able to measure the condition of food availability from household-level production, food reserves, and income.
- b. Physical and economic affordability (accessibility)
This pillar assesses a household's ability to obtain sufficient nutritious food, through one or a combination of various sources such as: own production and supplies, purchases, bartering, gifts, loans, and food aid.
- c. Utilization
Pillar trying to carry out food utilization which refers to the use of food by the household and the individual's ability to absorb and metabolize nutrients.

Women's entrepreneurship is one form of implementing cooperative activities to support women's knowledge-based food independence. These women entrepreneurs will later develop independent food in their respective households by utilizing their home gardens with the aim of meeting food needs and being able to increase their household income based on the women's own knowledge. However, in its implementation, there are many weaknesses that cooperative entrepreneurs have which will become problems that will be studied, namely [13]

1. There is no structured and continuous cadre formation that is capable of producing professional female entrepreneur candidates.
2. Family support is not yet optimal, because in general families think that women have greater responsibility for the needs of the family as a wife

and mother than as an entrepreneur.

3. There is no legal certainty from the regional government, especially regarding legal protection, especially for cooperatives based on women entrepreneurs, for ease in business development.
4. There is no togetherness/synergy/coordination between related departments/ institutions, including the development of cooperatives based on women entrepreneurs and increasing the knowledge of women themselves.
5. There is no ease in providing costs that are facilitated by the government in order to increase the competitiveness of cooperative products, especially cooperatives based on women entrepreneurs. Therefore, a strategy for strengthening women's entrepreneurship is needed to support food independence through cooperative institutions.

Strategy is a shared tool with long-term goals to be achieved. Business strategies can take the form of geographic expansion, diversification, acquisition, product development, market penetration, employee rationalization, divestment, liquidation, and joint ventures [14]. Strategy is also a tool to achieve goals. From this understanding, the conclusion is drawn that strategy is a planning process carried out by a company or person with consideration in the form of internal and external factors of the company to achieve the desired targets, so that it is able to outperform its competitors [11].

The novelty in this research is a model of a targeted strategy in strengthening women's entrepreneurship in supporting food independence which is a global issue at the moment through cooperative institutions which has not been carried out in previous research. It is hoped that with this targeted strategy, it will not only be women entrepreneurs but also household women. Able to fulfill their food independently and sustainably in the sense that it has an impact on the female members of the cooperative who act as female entrepreneurs as well as on the surrounding community as women in the household.

2. Materials and Methods

2.1. Materials

The research was conducted at the BMT Trans Mekar Sari Mandiri Consumer Cooperative, which is located in Mulia Sari Village, Tanjung Lago District. This research will involve at least 10% of the total population, namely 100 female entrepreneurial respondents using a sampling technique, namely *purposive sampling*.

2.2. Methods

The method used in this research is a quantitative method. The data obtained in this research consists of primary and secondary data. Primary data was

obtained through direct interviews in the field with sample cooperative members (women entrepreneurs) using a list of questions that had been prepared previously in the form of a questionnaire. Secondary data that is useful for completing the information in this research was obtained from agencies related to this research, namely the District and Provincial Agriculture Service, the Banyuasin Regency Cooperative Service as well as literature such as cooperative RAT reports, books, journals, articles, and previous research related to this research.

2.3. Sample collection and preparation

Data was obtained through direct interviews in the field with sample cooperative members (women entrepreneurs) using a list of questions that had been prepared previously in the form of a questionnaire [15].

2.4. Experimental variable and analytical procedures

2.4.1. Identification and Analysis of the Internal Environment

Based on the results of the internal environmental analysis obtained from the field, factors in the form of strengths and weaknesses that influence women entrepreneurs in supporting food independence. The internal strategy factors that constitute the strengths and weaknesses of female cooperative entrepreneurs are as follows:

1. Strength

a. Availability

In this pillar, entrepreneurship is able to measure the condition of food availability from household-level production, food reserves, and income.

b. Physical and economic affordability (accessibility)

This pillar of entrepreneurship assesses a household's ability to obtain sufficient nutritious food through one or a combination of various sources, such as: own production and supplies, purchases, bartering, gifts, loans, and food aid.

c. Utilization

Entrepreneurship seeks to utilize food which refers to the use of food by households and the ability of individuals to absorb and metabolize nutrients.

2. Weakness

a. Not optimal family support

In general, families think that women have greater responsibility for the needs of the family as a wife and mother than as an entrepreneur.

b. There is no cadre formation yet

There is no structured and continuous cadre formation that is capable of producing professional female entrepreneur candidates.

c. There is no togetherness/ synergy/ coordination between related departments /institutions,

including the development of cooperatives based on women entrepreneurs and increasing the knowledge of women themselves.

2.4.2. Identification and Analysis of the External Environment

Based on the results of the external environmental analysis obtained from the field, factors in the form of opportunities and threats influence women's entrepreneurial strategies in supporting food independence. The external strategic factors that. Become opportunities and threats for women's cooperative entrepreneurship are as follows:

1. Opportunity

a. Implementation of women's entrepreneurship.

There are quite abundant women's resources that can be utilized by women's cooperative entrepreneurs

b. The high interest of cooperative women to become entrepreneurs who will be able to support food independence according to the women's own knowledge

c. Skills and management training by the Banyuasin Regency Cooperatives and SMEs Service. It is hoped that cooperative entrepreneurs will receive skills and management training provided by the Cooperatives Service so that SMEs can be formed into Production Cooperatives, so that problems or obstacles can be resolved through mutual cooperation (together).

2. Threat

a. There is no legal certainty from the regional government

There is no legal certainty from the regional government, especially regarding legal protection, especially for cooperatives based on women entrepreneurs, for ease in business development.

b. There are no government-facilitated costs yet. There is no ease in providing costs that are facilitated by the government in order to increase the competitiveness of cooperative products, especially cooperatives based on women entrepreneurs. Therefore, a strategy for strengthening women's entrepreneurship is needed to support food independence through cooperative institutions.

2.4 Data Analysis

Strategies are usually analyzed using SWOT Analysis. SWOT analysis is an acronym for *Strengths* (strength), *Weakness* Internal (weaknesses) of a company as well *Opportunity* (Opportunities), *Threats* the environmental (threats) it faces [11]. Thus, strategic planning must analyze the strategic factors of a business/institution (strengths, weaknesses, opportunities, and threats) in current conditions [16]. SWOT analysis of the strategy for Strengthening

Women Entrepreneurs in Efforts to Support Women's Knowledge-Based Food Independence can be seen in

the following table:

Table 1. SWOT Analysis

Factors	Internal	Strengths (S) Determine internal strength factors	Weakness (W) Determining internal weakness factors
	External		
Opportunity (O) Determine external threats		Strategy (SO) Create a strategy that uses strengths to take advantage of existing opportunities.	Strategy (WO) Create strategies that minimize weaknesses to take advantage of opportunities
Threats (T) Determine external threats		Strategy (ST) Create strategies that use strengths to overcome threats.	Strategy (WT) Create strategies that minimize weaknesses and avoid threats

3. Results and Discussion

Strategic decision-making is always related to the development of missions, goals, strategies, and business policies. Thus, strategic planning must analyze the company's strategic factors (strengths,

weaknesses, opportunities, and threats) in current conditions. SWOT analysis of the strategy for Strengthening Women Entrepreneurs in Efforts to Support Women's Knowledge-Based Food Independence can be seen below:

Table 2. SWOT Analysis Results

F.	Internal	Strengths (S) a. Entrepreneurs are able to measure the condition of food availability b. This pillar of entrepreneurship assesses the household's ability to obtain sufficient nutritious food, c. Entrepreneurship seeks to utilize food which refers to the use of food by householdss	Weakness (W) a. Not yet optimal family support b. There is no cadre formation yet c. There is no togetherness/synergy/coordination between related departments/institutions
	External		
Opportunity (O) a. Implementation of Women's Entrepreneurship b. The high interest of cooperative women to become entrepreneurs c. and management training by the Banyuasin Regency Cooperatives and SMEs Service		Strategy (SO) a. Maximizing the abundant female entrepreneurial resources b. Channeling women's entrepreneurial interest in activities to fulfill household food needs c. Participate in skills training to increase women's entrepreneurial abilities in supporting the pillar of food independence	Strategy (WO) a. Providing understanding to families of the importance of the role of women entrepreneurs in supporting food independence b. Carrying out female entrepreneurial cadres c. Establishing collaboration with various parties to improve women's entrepreneurial abilities, such as cooperatives and SMEs, academics
Threats (T) a. There is no legal certainty from the regional government b. There are no government-facilitated costs yet		Strategy (ST) a. Women's abundant resources require legal protection in carrying out their entrepreneurial activities by formulating legal regulations that protect this b. Providing convenience for female entrepreneurs to access capital in various financial institutions	Strategy (WT) a. Develop legal regulations for the protection of women to increase family support and trust b. Develop standardization of female entrepreneurial cadres c. Synergize various parties by promoting women's entrepreneurship as a motor for food independence

Table 2 shows strategies that can be used to strengthen women's entrepreneurship to support women's knowledge-based food independence, namely

- a. Maximizing the abundant female entrepreneurial resources.
- b. Channeling women's entrepreneurial interest in activities to fulfill household food needs.
- c. Participate in skills training to increase women's entrepreneurial abilities in supporting the pillar of food independence.
- d. Providing understanding to families of the importance of the role of women entrepreneurs in supporting food independence.
- e. Carrying out female entrepreneurial cadres.
- f. Establishing collaboration with various parties to improve women's entrepreneurial abilities, such as cooperatives and SMEs, academics.
- g. Women's abundant resources require legal protection in carrying out their entrepreneurial activities by formulating legal regulations that protect these.
- h. Providing convenience for female entrepreneurs to access capital in various financial institutions.
- i. Develop legal regulations for the protection of women to increase family support and trust.
- j. Develop standardization of female entrepreneurial cadres.
- k. Synergize various parties by promoting women's entrepreneurship as a motor for food independence.

4. Conclusion

The global food crisis has had a major impact on food stability, giving rise to a global food crisis faced by countries in the world, one of which is Indonesia. Of course, there must be a strategy that can be implemented to at least reduce the impact so that it is not felt further and affects food stability, including strengthening the local food system by developing innovative production systems through empowerment activities that involve all parties, one of which is the strategy of strengthening women's entrepreneurship in cooperative institutions. From the research that has been carried out, it can be concluded that the strategies that can be implemented include maximizing women's abundant resources in cooperatives, carrying out cadre formation and standardization, formulating regulations for the protection of women in business, making it easier for women entrepreneurs to access capital, and establishing collaboration with various parties supporting entrepreneurial development women.

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