

Empowering Women’s Economic Through Entrepreneurship Training in the Coastal Community of Karang Serang Village, Sukadiri District, Tangerang Regency

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INDEXING	ABSTRACT
<p>Keywords: Keyword 1; Empowerment Keyword 2; Coastal Woman Keyword 3; Entrepreneurship Keyword 4; Training Keyword 5; Seminar</p>	<p>This research and community activity is conducted in Karang Serang Village, Sukadiri District, Tangerang Regency, and aims to enhance the economic capacity of women through entrepreneurship training and seminars. Women in coastal areas play an important role in supporting the family economy, but still face various limitations, such as a lack of knowledge about entrepreneurship, limited access to training, and suboptimal use of technology for marketing. This activity is designed to provide basic education on entrepreneurship, including an introduction to micro business concepts, small business management strategies, and the use of digital media as a means for promotion and sales. The seminar was held face-to-face using a participatory method, involving discussions, case studies, and question-and-answer sessions. The participants comprised 50 women representing coastal community groups. The topics covered included motivation for entrepreneurship, business planning, simple financial recording, and digital marketing techniques through social media. The results of the activity indicate a significant increase in participants’ understanding of entrepreneurship concepts, an increase in self-confidence, and a growing motivation to start independent businesses. Some participants have even begun drafting business plans and developing products based on local potential, such as processed seafood and handicrafts. This activity demonstrates that the seminar approach is not only effective as a means of knowledge transfer, but also capable of fostering entrepreneurial spirit among women in coastal areas.</p>

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INTRODUCTION

Empowering women has become an important agenda in sustainable development, especially in rural and coastal areas (Gupta, 2024). In many communities, women make significant contributions to household economic resilience, both through informal activities and small enterprises. However, despite their crucial role, many women still lack adequate access to education, training, and economic facilities that can enhance their capacity to become independent and competitive entrepreneurs (Jaka and Shava, 2018; Selvianti and Montessori, 2022).

The village of Karang Serang, located in the Sukadiri District of Tangerang Regency, is one of the coastal areas with abundant natural resource potential, especially in the marine and fisheries sector. Marine products such as fish, shrimp, seaweed, and shellfish are the main commodities that can be developed into value-added products. In

addition, the coastal community also possesses traditional skills in processing food and making handicrafts from marine products and organic waste (Rini *et al*, 2025). However, unfortunately, this potential has not been maximised, especially by women. Most of them still play the role of housewives, informal workers, or fish processing labourers without active involvement in business ownership and management.

In this context, entrepreneurship training through an interactive seminar approach is seen as a strategic first step in broadening women's perspectives on business potential, strategies for starting small businesses, and utilising digital media as a marketing tool. Seminars can serve as an educational and inspirational space to shift women's mindsets from merely being supporting actors to becoming the main drivers of family and community economies. Unlike formal technical training, which typically requires significant time and financial investment, seminars are flexible, light, and can reach a larger audience with an applicable and dialogic approach.

The entrepreneurship seminar designed in this community service activity aims to provide women with a basic understanding of the importance of being innovative and adaptive entrepreneurs in the face of changing times. The topics covered include the fundamentals of entrepreneurship, small business management, simple financial planning, and marketing techniques relevant to the current situation. With the increasing use of the internet and social media in rural areas, women actually have a great opportunity to market their products more widely without having to relocate. However, many of them do not yet understand how to leverage this technology for their business interests.

The results of this activity are expected not only to enhance participants' theoretical knowledge but also to trigger concrete actions in the form of business planning, the establishment of women's entrepreneurship groups, and the emergence of new local products with market value. In the long term, such activities can contribute to the improvement of family welfare, poverty reduction, and the strengthening of community-based local economies.

As part of community service, this activity also serves as a means to build synergy between higher education institutions, village governments, and local communities. Through this collaboration, it is hoped that the empowerment process does not stop at seminars, but can continue in the form of technical training, business mentoring, and access to capital. Women, as agents of social and economic change, need to be given adequate space and support in order to contribute optimally to village development.

By considering the existing challenges and opportunities, this entrepreneurship seminar is relevant to be implemented as an initial intervention in the economic empowerment process for women in Karang Serang Village. An educational, inclusive, and applicable approach is expected to encourage the transformation of women's roles from being objects to active, productive, and empowered subjects of economic development. Moreover, this activity is also part of a joint commitment to realise self-sufficient and sustainable villages, where women play a vital role in the economy.

LITERATURE REVIEW

Some of the main challenges faced by women in this village include limited access to information, a lack of entrepreneurial skills, restricted market networks, and low digital literacy (Hamid *et al*, 2020). Additionally, the still strong gender roles in

society also limit women's ability to independently make economic decisions. This situation reinforces the urgency for intervention in the form of training, education, and entrepreneurial guidance that not only focuses on production techniques but also on enhancing motivation, improving managerial capacity, and providing access to modern marketing technology (Henry *et al*, 2017).

The increase in digital literacy has become one of the important components in the economic empowerment of women today (Putri *et al*, 2024). Although many women in coastal areas already use smartphones, their usage is still limited to personal communication and entertainment (Amirah and Nawireja, 2022). Digital literacy can encourage individuals to start viewing digital media as a productive tool for introducing, promoting, and selling local products. In addition, digital literacy fosters the emergence of business networks among women, creating a small business ecosystem that supports and grows together (Kader *et al*, 2024).

Empowering women's economic status is not merely about teaching production skills or business knowledge, but also about building self-confidence, courage to take risks, and decision-making abilities (Rahmadi *et al*, 2023). All of this requires a continuous learning process. Through participatory methods and open dialogue, economic empowerment participants do not just passively receive material, but are also involved in discussions, case studies, and developing business ideas that are contextual to their village conditions (Firmansyah *et al*, 2025).

RESEARCH METHOD

This community service activity was carried out using a participatory approach through the organisation of an entrepreneurship seminar specifically designed for women in the coastal area of Karang Serang village. The activity implementation phase began with coordination with the village government and local community leaders to obtain administrative support and identify the target participants. The selection of participants focused on women of productive age, both those who do not yet have a business and those who are running a small business but have not developed optimally. The recruitment process was conducted openly through village officials and PKK mothers' groups.

After the participant identification process, the activities continued with the technical planning of the seminar, including the preparation of materials, scheduling of events, and the appointment of competent resource persons in the fields of entrepreneurship and digital marketing. The seminar materials are designed to be applicable, covering the introduction of basic concepts of entrepreneurship, the importance of building an entrepreneurial mindset, planning and managing small businesses, digital-based marketing strategies, and motivation for businesses based on local potential. This seminar is structured with a dialogic and interactive approach so that participants do not just receive the material passively, but also engage actively in the learning process.

The seminar was held for a full day at the Karang Serang Village Hall and was attended by 50 female participants. The event was officially opened by the Village Head and continued with presentations from speakers in stages, interspersed with discussion sessions, questions and answers, and case studies. Participants were also invited to identify local potentials that could be developed into business products and to draw up

simple plans related to the businesses they wished to start. In the practical session, participants were trained on how to create simple marketing content using smartphones and were introduced to digital platforms such as WhatsApp Business and other social media.

To measure the effectiveness of the seminar, an evaluation was conducted through pre-test and post-test questionnaires to determine the extent of participants' increased understanding of the material presented. In addition, brief interviews were held with several participants to explore their responses, impressions, and commitments to developing their businesses after attending the event. The event concluded with the handing out of participation certificates and the presentation of follow-up plans, namely periodic business mentoring in collaboration with the village authorities or other training partners.

Through this method, it is hoped that the seminar will not only serve as a platform for knowledge transfer but also mark the beginning of the establishment of a community of women entrepreneurs in Karang Serang village who are capable of harnessing local potential, building independent businesses, and improving the welfare of families and the community.

RESULT AND DISCUSSION

The implementation of the entrepreneurship seminar in Karang Serang Village has had a positive impact on the participants' understanding and motivation to start a business. Evaluation results show that the majority of participants experienced an increase in knowledge after attending the event. They began to recognise local potential that could be developed into economically valuable products and understood the importance of digital marketing in supporting their business. The following are the details of the event results:

Increasing Participant Knowledge

Before attending the seminar, only about 20% of participants understood the basic concepts of entrepreneurship such as opportunity identification, market analysis, and simple business planning. The majority of participants still had a limited understanding and relied on experience without theoretical foundations.

However, after attending the seminar, there was a significant increase with 85% of participants demonstrating a better understanding of the concept of entrepreneurship as a whole. They began to be able to design simple business plans, understand market needs, and calculate costs and potential profits.

In addition, participants also receive basic digital literacy, particularly in online marketing aspects such as the use of social media, creating promotional content, and utilising local e-commerce platforms. This is an important asset for facing business challenges in the current digital era.

- a. Participants began to understand the basic concepts of entrepreneurship, including opportunity identification, market analysis, and simple business planning. This knowledge is very important as previously most participants relied solely on practical experience without a clear theoretical foundation.
- b. After the seminar, participants were able to prepare simple business plans. They not only understood market needs but were also able to calculate

- production costs, determine selling prices, and estimate potential profits to be gained. This increased their readiness to start a business.
- c. The participants gained basic digital literacy that was previously very limited. They learned to utilise social media for business promotion, including how to create engaging content. With this skill, participants can expand their marketing reach and enhance the competitiveness of their products.
 - d. In addition to social media, participants also understand the importance of utilising local e-commerce platforms. This knowledge provides new opportunities to introduce village products to a wider market, even across regions. This is an important asset in facing business challenges in the digital era.

Seminar Evaluation Results (based on questionnaires and interviews)

Based on the evaluation results through questionnaires and interviews, 90% of participants stated that the seminar helped to open up new insights regarding entrepreneurship and local economic opportunities.

- a. As many as 90% of participants stated that the seminar opened new perspectives on entrepreneurship and local economic opportunities. They became more aware that villages have a lot of potential resources that can be managed into high-value products, both in local and regional markets.
- b. As many as 78% of participants felt more confident to start a business after attending the seminar. This encouragement arose from the delivery of straightforward materials, relevant real-life examples, and direct motivation from speakers experienced in entrepreneurship.
- c. As much as 65% of participants showed a high interest in marketing products through social media. They consider platforms like Instagram, Facebook, and WhatsApp Business as effective, low-cost, and quick means of reaching consumers without having to incur large expenses.
- d. As many as 60% of participants began to draft home business plans after the seminar. The types of businesses that are popular include snacks, handicrafts, and simple services. This indicates a real step that the knowledge gained is being directly implemented in daily life.
- e. As many as 25% of participants plan to start their own independent business. They want to develop businesses with their own ideas and capital, allowing them more freedom in managing business activities according to their interests and individual capabilities.
- f. As many as 10% of participants have formed small home-based business groups. This initiative demonstrates a spirit of togetherness to support each other in entrepreneurship, while also being an initial indication of the success of the entrepreneurship seminar programme that has been carried out.

The results of all this are summarised in the table below:

Aspect of knowledge	Before the seminar	After the seminar
Understanding the concept of entrepreneurship	20%	85%
simple business planning	15%	80%
Digital literacy	10%	75%
Product marketing	12%	70%

Source : Author (2025)

Based on the table above, it shows that the majority of participants (60%) have an interest in developing a business plan after the seminar. Another portion (25%) intends to start an individual business immediately, while 10% choose to form a business group. Only 5% of participants have not decided on the next steps. This data indicates that the seminar successfully encouraged the emergence of entrepreneurial motivation among the rural community.

Obstacles Faced

In general, although the participants have high enthusiasm, several obstacles have emerged in the business development process. These obstacles are related to limited experience, restricted digital access, lack of capital and equipment, as well as social challenges such as limited time due to household responsibilities. These obstacles slow down the business development process, but can still be overcome with the right guidance.

- a. The lack of previous business experience.
Most participants had never run an independent business, which made them less confident in starting. This tendency caused them to be hesitant in making business decisions, such as setting prices, managing production, or choosing the right promotional strategies.
- b. The lack of production tools and initial capital.
Many participants expressed limitations in production equipment such as food processing machines, ovens, or packaging equipment. Additionally, limited initial capital makes it difficult for them to start a business on a larger scale or to innovate products.
- c. Participants' free time is limited due to domestic responsibilities.
The majority of participants are housewives with significant responsibilities in managing their families. This situation makes it difficult for them to divide their time between business activities and domestic roles. As a result, business development is slow and requires specific strategies so that the business can continue to grow without interfering with family obligations.

Follow-up Plan

To ensure that the results of the seminar do not remain mere knowledge, concrete follow-up actions are necessary. The follow-up plan includes:

- a. Business support for participants who already have a business plan.
Participants who already have business ideas will receive intensive support from the production stage, cost calculation, to marketing strategies. This guidance aims to provide practical direction while also boosting the participants' confidence.
- b. Advanced training for production and packaging.
This activity is important to improve the quality of products while also creating packaging that is more modern, hygienic, and competitive. The training is also aimed at innovation so that products have their own uniqueness in the market.
- c. Advanced digital marketing workshop.
Participants will be trained more thoroughly on online promotion techniques, including creating digital catalogs, using paid advertising, and strategies to

- increase interaction with customers through social media.
- d. The formation of cooperatives or women's business groups in the village. Cooperatives serve as a beneficial collective platform to strengthen capital, expand networks, and increase the scale of businesses. Through these business groups, women in villages can collaborate more effectively and support one another.
 - e. Collaboration with village governments and CSR partners for access to capital. This step is necessary for participants to obtain business capital support, equipment assistance, and opportunities to enter a wider market through cooperation with government agencies and private sectors.



Figure 1. Follow-up Action Plan for Development Through Seminars
Source : Author (2025)

CONCLUSION

The entrepreneurship seminar in Karang Serang Village has proven to have a significant impact on the capacity building of participants, particularly coastal women. Through this seminar, participants not only gained additional knowledge, but also motivation and confidence to start and develop businesses. Previously overlooked local potentials, such as marine products, marine waste, and simple foodstuffs, are now beginning to be recognised as sources of income that can be processed into high-value products.

Despite various challenges, both technical and social, such as limited experience, capital, equipment, and internet access, the participants' enthusiasm in attending the seminar demonstrates that the development of local businesses has great potential to materialise. These obstacles can be overcome through continuous support, advanced training, and cooperation with various parties, including the government, educational institutions, and CSR partners.

Equipped with the new skills they have acquired—from business planning, digital marketing, product packaging, to basic financial management—the women of Karang Serang village have the potential to become key drivers of the village's economy. If consistency, mentoring, and support continue to be provided, they can achieve sustainable economic independence and strengthen the competitiveness of local products in a broader market.

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