

BUILDING WOMEN'S SELF RELIANCE THROUGH BOUQUET BASED CREATIVE ECONOMY: A PARTICIPATORY ACTION RESEARCH IN KADUR PAMEKASAN

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Abstract: Women in Kadur Village, Pamekasan, depend on agricultural and tobacco industry sectors that are highly susceptible to economic changes, with 78% earning monthly incomes below one million rupiah. This research aims to empower women through bouquet arrangement training to build independence and creative economy. This qualitative research employs a Participatory Action Research (PAR) approach that involves the community as active subjects in the research and empowerment process. Forty-five PKK members aged 18-55 years were purposively selected based on criteria of willingness to participate and commitment to follow the entire series of activities through consent agreements in Google Forms. The program was implemented in July 2025 through three PAR cycles: participatory planning through focus group discussions and community needs mapping, activity implementation in the form of intensive training covering arrangement techniques and basic entrepreneurship, and participatory reflection and evaluation to examine the impact of the empowerment program on women in Kadur Village. Data were collected through participant observation, in-depth interviews, focus group discussions, and documentation of the empowerment process. Data analysis used thematic analysis techniques to identify patterns of change in participants' skills, attitudes, and economic behavior. The research results show that 82% of participants were able to create market-quality bouquets, a mindset shift from passive workers to active entrepreneurs in 56% of participants, and 7 participants successfully received bouquet service orders within 2 weeks post-training. The PAR program proved effective in facilitating active community participation in identifying problems, designing solutions, and implementing sustainable socio-economic changes.

Keywords: Women's Empowerment, Bouquet Training, Independence, Creative Economy

Introduction

Kadur Village is a highland area in Pamekasan Regency with a population of women of working age (18–55 years) accounting for 52%.¹ The village's geographical characteristics located 15 km from the regency center with adequate road access offer significant potential for the development of the creative economy. Women in this village have opportunities to develop creative services such as makeup artistry, costume rentals and flower arrangements targeting students and religious boarding school students in the surrounding area. However, this potential has not been fully utilized due to limited access to skills training. An initial survey of 45 women of working age showed that only 12% had ever participated in skills training outside the fields of agriculture and tobacco processing.

The livelihood structure of women in Kadur Village remains concentrated in three sectors vulnerable to external changes. Data from the website <https://www.desakadur.id/> for 2025 indicates that 78.4% of women work as farmers (28.4%), traders (2.1%), and cigarette factory workers with monthly incomes below one million rupiah; this aligns with field data. The agricultural sector is constantly faced with challenges such as climate change, attacks by planthoppers and stem borers, and fluctuations in rice prices.² Meanwhile the cigarette industry has experienced a significant decline due to health regulations that have influenced changes in public consumption patterns.³ Field findings from July 2025 confirm that local cigarette factories reduced operating hours and workforce by up to 30% following the death of the CEO, which has impacted the household economies of workers.

Various studies show that creative skills training effectively empowers rural women.⁴ Demonstrated that entrepreneurship programs increased women's income

¹ Desa Kadur - Infografis, accessed August 16, 2025, <https://www.desakadur.id/infografis>.

² Zelvia Salsabila et al., Dampak Perubahan Iklim Terhadap Usahatani dan Keberlanjutan Pangan di Desa Reban Kecamatan Reban Kabupaten Batang, *Sabmiyya: Jurnal Ekonomi dan Bisnis*, May 30, 2024, 74–83.

³ Rista Maulidina and Kardoyo Kardoyo, Dampak Sosial Dan Ekonomi Industri Rokok Terhadap Kesejahteraan Masyarakat Dan Perekonomian Lokal Di Kota Kudus, *Jurnal Pendidikan dan Ekonomi (JUPEK)* 6, no. 1 (2024): 70–76, <https://doi.org/10.5281/zenodo.14279878>.

⁴ Muhammad Farid et al., Development of a Creative Economy for Shallot Farmers to Enhance Household Income in Sumberkedawung, Probolinggo, *Khidmatuna: Jurnal Pengabdian Masyarakat* 6, no. 1 (2025): 17–46, <https://doi.org/10.54471/khidmatuna.v6i1.3719>.

by an average of 35% within three months.⁵ Findings Sulasmini reported that flower-arranging training contributed to household income with a monthly turnover of Rp500,000.⁶ Research results Sutrisno also indicate that low-cost skills training can boost the creative economy and alleviate poverty.⁷ Previous research identified time flexibility as a key advantage of rural women's economic activities, which is highly relevant to their roles without interfering with household responsibilities.

Research reveals that rural women in Indonesia face three main barriers: limited access to information, capital, and marketing networks.⁸ However, other studies indicate that a training approach combined with entrepreneurial mentoring can effectively address these barriers.⁹ The findings above serve as the theoretical foundation for this community service activity however, specifically, no previous study has utilized the Participatory Action Research (PAR) approach in the context of diversifying rural women's livelihoods from traditional sectors toward a bouquet-based creative economy.

The economic vulnerability of women in Kadur Village requires specific measures to mitigate the risk of gradual poverty. The decline in the tobacco industry's production capacity and uncertainty in the agricultural sector threaten the economic sustainability of the 78.4% of familie's dependent on these two sectors. Meanwhile, access to alternative skills training is extremely limited, at only 12%. This situation has the potential to worsen because these women lack other livelihood options. Community service activities are urgently needed to open up new, sustainable

⁵ Ach Taufiq et al., Pelatihan Kewirausahaan Untuk Peningkatan Pendapatan Kelompok Perempuan Usaha Mikro Di Desa Larangan Luar Kabupaten Pamekasan, *Jurnal Literasi Pengabdian Dan Pemberdayaan Masyarakat* 2, no. 2 (2023): 107–16, <https://doi.org/10.61813/jlppm.v2i2.46>.

⁶ Ni Made Ayu Sulasmini et al., Peningkatan Kompetensi Masyarakat Melalui Pelatihan Kreasi Merangkai Janur Dan Korean Bouquet Wrapping PKK Kelurahan Tonja, *Jurnal Abdi Masyarakat* 1, no. 1 (2021): 22–29, <https://doi.org/10.22334/jam.v1i1.4>.

⁷ Eko Sutrisno et al., Pemberdayaan Perempuan Dan Pengentasan Kemiskinan Desa Began Lamongan Jawa Timur Melalui Pelatihan Membuat, *ABDISOSHUM: Jurnal Pengabdian Masyarakat Bidang Sosial Dan Humaniora* 3, no. 2 (2024): 45–54, <https://doi.org/10.55123/abdisoshum.v3i2.3253>.

⁸ Ahmad Zaenudin et al., Penguatan Peran Perempuan Dalam Menggerakkan Ekonomi Desa Melalui Edukasi UMKM Produk Lokal, *Era Abdimas: Jurnal Pengabdian Dan Pemberdayaan Masyarakat Multidisiplin* 1, no. 4 (2023): 1–14.

⁹ Siti Rabiatal Fajri et al., Pemberdayaan Perempuan Melalui Pelatihan Life Skills Berbasis Agrobisnis Di Desa Gapura Kabupaten Lombok Tengah NTB, *Jurnal Pengabdian UNDIKMA* 5, no. 3 (2024): 511–18, <https://doi.org/10.33394/jpu.v5i3.11326>.

economic opportunities that can be developed with affordable capital and are suited to the capabilities and time availability of rural women.

The novelty of this community service initiative lies in its application of the Participatory Action Research (PAR) approach, which positions women as active agents in identifying problems, designing solutions, and implementing empowerment programs. Unlike the top-down approach of previous research, this program involves the community from the planning stage through to evaluation via three PAR cycles: participatory planning, intensive training implementation, and evaluative reflection.¹⁰ The contribution of this community service initiative is the creation of a contextual empowerment model that not only transfers technical skills in flower arranging but also fosters critical awareness, an entrepreneurial spirit, and sustainable collaborative networks following the training.

This community service initiative aims to foster sustainable socioeconomic change by teaching participants the skill of arranging bouquets as an alternative source of livelihood. Specific objectives include increasing income by at least 40% within six months of training, establishing at least two new businesses in the fields of floral decoration and bouquet arrangement, and forming a cooperative business group that supports each other's business development. The long-term goal is to create a creative economy ecosystem that absorbs more female workers and reduces dependence on vulnerable economic sectors. This program is expected to serve as a model that can be replicated in other villages with similar characteristics. Based on the findings outlined above, the researchers conclude that this empowerment activity through bouquet-arranging skills training is crucial for building a creative economy among women in Kadur Village.

Theoretical Framework

The unpredictable nature of livelihood sectors significantly undermines the economic stability of rural women, leaving them in a persistently vulnerable position. Limited access to productive activities further narrows their opportunities to engage

¹⁰ Agus Afandi et al., *Metodologi Pengabdian Masyarakat* (Direktorat pendidikan tinggi keagamaan islam direktorat jenderal pendidikan islam Kementerian Agama RI, 2022).

in income-generating endeavors. The majority of rural women work as farmers and small-scale traders, a condition largely attributed to restricted educational access, deeply rooted cultural norms, and inadequate home-based learning opportunities such as vocational training all of which continue to deteriorate women's economic standing.¹¹ Furthermore, initiatives designed to increase women's participation in profit-oriented activities have demonstrated measurable contributions to broader economic development.¹² Therefore, addressing these challenges requires actively promoting sustainable economic empowerment among rural women through targeted policies and structured skill-support mechanisms.¹³

Individual skills significantly influence one's capacity for independent decision-making. Autonomy stands as a critical indicator of women's empowerment, particularly when personal skills are transformed into productive activities and independent sources of income. For instance, in rural China, women's empowerment demonstrated a significant correlation with reduced household poverty rates, facilitated by enhanced social capital that actively involved women in cooperatives and local governance.¹⁴ Similarly, evidence from various regions confirms that quality electrification has proven to trigger greater economic autonomy and improved decision-making capacity among women, further strengthening their bargaining power within households.¹⁵ In Batam Indonesia, women's entrepreneurship revealed that strong social network relationships can substantially increase household income, underscoring the critical importance of supportive measures for female

¹¹ Juliana Asantewa, Income-Generating Activities and Economic Empowerment of Rural Women in the Mion District, Ghana: A Phenomenological Study, *International Journal of Research and Innovation in Social Science* VIII (2024): 2238–50, <https://doi.org/10.47772/IJRISS.2024.8080168>.

¹² Desak Gede Suasridewi et al., "Transformasi Ekonomi Dan Sosial: Dampak Pemberdayaan Perempuan Di Indonesia Berdasarkan Kajian Literatur," *GOVERNANCE: Jurnal Ilmiah Kajian Politik Lokal Dan Pembangunan* 11, no. 2 (2024): 12–27, <https://doi.org/10.56015/gjiklp.v11i2.310>.

¹³ Abd Leidy Viviana Guauque Acero et al., Constraining Factors to Rural Women's Empowerment: A Perspective from the Specialized Literature, *Evolutionary Studies In Imaginative Culture*, September 14, 2024, 86–104, <https://doi.org/10.70082/esiculture.vi.953>.

¹⁴ Jing Wang et al., Enhancing Women's Empowerment to Reduce Household Poverty in Rural Western China: Social Capital as a Mediating Pathway, *Frontiers in Sociology* 10 (October 2025): 1638129, <https://doi.org/10.3389/fsoc.2025.1638129>.

¹⁵ Ashish Kumar Sedai et al., Electrification and Socio-Economic Empowerment of Women in India, *The Energy Journal* 43, no. 2 (2022): 215–38, <https://doi.org/10.5547/01956574.43.2.ased>.

entrepreneurs.¹⁶ Collectively, these findings affirm that autonomy achieved through the practical application of skills is fundamental to women's empowerment and long-term economic independence.

The cost-effective creative economy movement through floral arrangement skills represents a modest yet meaningful effort to foster aesthetic innovation and flexible production scheduling. Engaging in such handcrafted activities not only enhances individual well-being but also promotes social connection and community engagement, as evidenced by its diverse applications across social, educational, and religious contexts.¹⁷ Floral arrangement as a craft, much like other forms of skilled artistry, thrives on creativity and aesthetic value, where the integration of traditional techniques with contemporary design proves capable of meeting evolving market demands, as observed across various community-based enterprises.¹⁸ Accordingly, floral arrangement serves not merely as a multifaceted practice that enriches personal expression, but also as a practical avenue for capturing and responding to the needs and opportunities present within the broader community.

The sustainability of women's micro enterprises is significantly shaped by a range of interconnected factors, including individual skills, social networks, inter-entrepreneurial collaboration, and the utilization of digital platforms. These elements collectively contribute to building personal branding that enhances long-term well-being and entrepreneurial performance, particularly as patriarchal restrictions within traditional contexts continue to diminish.¹⁹ Furthermore, digital platforms facilitate business development by enabling resource acquisition and the recognition of

¹⁶ Tiurniari Purba et al., Optimizing Women's Entrepreneurship to Enhance Family Domestic Income: A Case Study of Female Entrepreneurs in Batam, Indonesia, *Journal of Innovation and Entrepreneurship* 14, no. 1 (2025): 40, <https://doi.org/10.1186/s13731-025-00489-6>.

¹⁷ Mía M. Birau, Handmaking a Better Future: A Scoping Review on the Role of Handmade Activities in Advancing Individual and Societal Well-being, *Psychology & Marketing* 42, no. 1 (2025): 44–63, <https://doi.org/10.1002/mar.22112>.

¹⁸ Rewat Suksikarn and Jedsada Suksikarn, Craft-Design Collaboration: Designing and Developing Products from Banana Fibers through Community Participation, *Archives of Design Research* 37, no. 5 (2024): 197–218, <https://doi.org/10.15187/adr.2024.11.37.5.197>.

¹⁹ Deepika Kanth and Ashish Ranjan Sinha, Sustainable Entrepreneurship, Social Capital and Entrepreneurship Education: Do They Effect Women's Sustainable Well-Being? A Moderated-Mediated Analysis, *The Bottom Line*, ahead of print, September 12, 2025, <https://doi.org/10.1108/BL-06-2025-0129>.

emerging economic opportunities.²⁰ The integration of artificial intelligence (AI) has the potential to democratize access to resources, thereby fostering competitive advantages for women entrepreneurs.²¹ Given that the digital economy carries a positive impact on social sustainability, it is increasingly essential for women to become familiar with and actively engage in these interconnected networks.²² Consequently, the combination of these competencies collectively strengthens the overall sustainability of women's micro-enterprises.

The integration of floral arrangement training, entrepreneurial mentoring, and collaborative group formation within the Participatory Action Research (PAR) framework has proven effective in advancing women's independence. In Colombia, rural women successfully improved their living standards through collective entrepreneurship.²³ In Peru, an arts-based participatory approach successfully built trust and opened space for constructive dialogue among women.²⁴ Meanwhile, in Costa Rica, entrepreneurship training actively encouraged women's participation while simultaneously challenging traditional gender norms.²⁵ This model has further demonstrated its capacity to stimulate personal growth and contribute to sustainable community advancement.²⁶ Therefore, the PAR approach, which combines practical skills, entrepreneurial development, and collective reflection, represents a mutually

²⁰ Rasha Hammad and Rasha El Naggat, The Role of Digital Platforms in Women's Entrepreneurial Opportunity Process: Does Online Social Capital Matter?, *Human Behavior and Emerging Technologies* 2023 (February 2023): 1–15, <https://doi.org/10.1155/2023/5357335>.

²¹ Joanne Scillitoe et al., AI as Co-Creator: Fostering Social Equity Towards Social Sustainability in Entrepreneurial Development for Women and Minority Entrepreneurs, *Sustainability* 17, no. 21 (2025): 9613, <https://doi.org/10.3390/su17219613>.

²² Muhammad Umair Rafiq et al., Navigating the Digital Economy: Institutional Quality and Women Entrepreneurship as Catalysts for Social Sustainability, *Sustainable Development* 34, no. S1 (2026): 318–40, <https://doi.org/10.1002/sd.70173>.

²³ Diana Paola Betancurth-Loaiza et al., Aproximación al Buen Vivir: Una experiencia de emprendimiento por mujeres de la zona rural, *RIVAR* 11, no. 32 (2024): 236–53, <https://doi.org/10.35588/RIVAR.V11I32.6088>.

²⁴ Laura J. Brown et al., From Violence to Strength: A Reflexive Evaluation of Arts-Based Participatory Research in Amantani, Peru, *Methodological Innovations* 18, no. 4 (2025): 195–211, <https://doi.org/10.1177/20597991251379980>.

²⁵ Patricia Lopez Estrada et al., Empowered Women in a Rural Community: A Case Study in Sarapiquí, Costa Rica, *The Qualitative Report*, ahead of print, October 17, 2023, <https://doi.org/10.46743/2160-3715/2023.6677>.

²⁶ Babitha Shali Lasrado et al., Skills Assessment and Development Scale for Rural Women Entrepreneurs: Conceptualization and Validation, *Journal of Small Business and Enterprise Development* 32, no. 7 (2025): 1530–57, <https://doi.org/10.1108/JSBED-03-2025-0204>.

reinforcing strategy that meaningfully contributes to broader community development, particularly in empowering rural women in Madura.

Method

The community service activity was conducted in July 2025 in Kadur Village, Pamekasan Regency, involving 45 PKK members of working age (18–55 years) who were purposively selected based on their willingness, availability, and commitment to participate in the entire program. The Participatory Action Research (PAR) approach was used as the community service strategy, positioning the community as active participants in identifying problems, designing solutions, and implementing socioeconomic change. PAR was chosen because it combines learning, empowerment, and concrete action simultaneously, thereby ensuring the program's sustainability after the activity concludes.²⁷

The program is designed in three interconnected cycles. The first cycle involves participatory planning through group discussions and needs assessments to identify creative economic potential. The second cycle consists of a three-hour intensive training session covering an introduction to materials, floral arrangement techniques, bouquet design for various occasions, production cost calculations, and marketing strategies. The third cycle involves participatory reflection and evaluation through post-training business mentoring, basic management consultations, and facilitating the formation of cooperative business groups. Data was collected through participant observation, in-depth interviews, and documentation of the empowerment process, then analyzed thematically to identify patterns of change in participants' skills, attitudes, and economic behaviors.²⁸ The following are several stages carried out by the researchers in the implementation of the community service program, presented in the table below.

²⁷ Muhammad Rahel et al., Model Pemberdayaan Masyarakat Kolaboratif Berbasis Participatory Action Research (PAR): Sinergi Revitalisasi Spiritualitas Keagamaan Dan Penguatan Ekonomi Lokal Di Dusun Carabaka, Bawean., *Jurnal Pengabdian Kepada Masyarakat Desa (JPMD)* 6, no. 2 (2025): 569–86, <https://doi.org/10.58401/jpmd.v6i2.2613>.

²⁸ Flora Cornish et al., Participatory Action Research, *Nature Reviews Methods Primers* 3, no. 1 (2023): 34, <https://doi.org/10.1038/s43586-023-00214-1>.

Table 1. Stages of Community Service Implementation

No	Stages	Activity description	Schedule
1	Initial preparations	Preliminary survey, coordination with village officials, assessment of the socioeconomic conditions of PKK women, participant selection, and outreach regarding the training program.	July 1–14, 2025
2	Training Implementation	Training in bouquet arrangement skills (basic and advanced techniques), entrepreneurship training (cost calculation, marketing, financial management), and assessment of learning outcomes.	July 16, 2025
3	Evaluation	Business mentoring, monitoring participants' business progress, evaluating the program's impact, and preparing reports on community service activities.	July 23, 2025

Results and Discussion

Participants were profiled using a digital questionnaire that assessed their ability to participate in the training series and their interest in business development. The results of the preliminary survey showed that 89% of participants had never taken skills training outside the agricultural sector, confirming limited access to alternative training programs. A total of 67% of participants expressed interest in developing a home-based business as a source of additional family income. Mapping of socioeconomic conditions revealed that 78% of participants had a monthly income below Rp1,000,000, with a livelihood structure dominated by farm laborers (42%), cigarette factory workers (33%), and small-scale traders (25%). The main challenge was participants' limited digital skills in accessing online forms, necessitating direct assistance from the organizing committee.

The information or findings above were obtained through direct observations and interviews with women from Kadur Village, located in the northern hamlet, of various ages and professions, who gather regularly as a community, thereby making it easier for the researcher to obtain information.



Figure 1. Observation Activity: Preliminary Survey Prior to Training Implementation

The training was held on July 16 2025, for three hours at the Kadur Village Hall and consisted of three integrated sessions. The first session introduced floral arrangement materials and tools, with a 96% participation rate in the Q&A; the presenter emphasized the use of tissue paper as a cost-effective alternative. The second session focused on basic and advanced bouquet-arranging techniques for 40 minutes; evaluation results showed that 82% of participants successfully completed the task with a fairly good quality standard. The third session covered business administration, including production cost calculations, pricing strategies, digital marketing, and basic financial management. Pre- and post-tests consisting of 15 questions showed an increase in the average score from 4.2 to 7.8 (on a scale of 1–10), with 91% of participants expressing confidence in starting a bouquet business.



Figure 2. Implementation of Training Session 2

A week of post-training support and monitoring through the end of July 2025 showed that 31 participants (69%) began applying their skills for personal needs and within their immediate communities. Seven participants received their first orders from neighbors, with an average transaction value of Rp35,000 per bouquet for farewells

and three orders for wedding bouquets. Initial economic impacts indicate an average additional income of Rp75,000–100,000 per month from the bouquet business. Observed social changes include increased self-confidence in interacting with customers, the formation of new social networks among participants, and the emergence of a collective awareness regarding the importance of diversifying income sources.²⁹ The challenges faced include limited initial capital and the lack of an established stable marketing network.

The analysis of changes reveals significant transformations in several areas. Technical skills improved among all participants, who previously were unable to arrange bouquets but are now able to create at least two types of bouquets meeting market-standard quality. Entrepreneurial knowledge increased from 11% to 73% of participants, who now understand the basic concepts of production cost calculation and pricing. Economic independence showed progress, with 30% of participants having an additional source of income from their bouquet business. The use of digital technology increased from 15% to 58% of participants actively promoting their business via social media. The formation of three business groups with a fair profit-sharing system proves that the program has succeeded in building social capital as the foundation for business sustainability.

The following table summarizes the results of the empowerment activities conducted through bouquet-arranging training aimed at promoting women's independence.

Table 2. Summary of Results from Empowerment Activities through Training

Evaluation Aspects	Pre-Training	Post-Training
Flower Arranging Skills	Participants lack confidence	Participants are able to make two simple types of bouquets
Entrepreneurship Knowledge	11% have basic business knowledge	73% understand the basic concepts of entrepreneurship
Side income source	Does not have a side business	30% derive their income from the package
The Use of Digital Technology	15% use social media for business	58% actively promote via social media

²⁹ Fitri Hariana Oktaviani et al., *Komunikasi untuk Perubahan Sosial dalam Konteks Indonesia* (Universitas Brawijaya Press, 2023).

The table above illustrates the transformations in various aspects of the participants' lives following their participation in the empowerment program. Improvements in technical skills, entrepreneurial aspects, and economic independence have also shown significant progress.³⁰ These data confirm the effectiveness of the Participatory Action Research approach in generating measurable and sustainable socioeconomic change for women of working age in the village of Kadur.

A shift in mindset is an early indicator with positive long-term potential. A total of 56% of participants expressed interest in developing independent businesses in other creative fields such as event decoration and handmade crafts; this suggests a shift from passive workers to active entrepreneurs. Although the increase in additional income has not yet reached the 40% target, these results indicate a positive trend given that the program has only been running for one month. The data confirms the effectiveness of the Participatory Action Research approach in generating measurable socioeconomic change in a short period of time.



Figure 3. Empowerment Through Skills Training Activities.

This program reinforces Paulo Freire's theory of community empowerment, which emphasizes critical education for social transformation.³¹ The flower-arranging training not only transfers technical skills but also builds participants' critical awareness

³⁰ Nur Jannah et al., Pendekatan Participatory Action Research (Par) Dalam Pemberdayaan Umkm Dan Masyarakat Melalui Digitalisasi Dan Edukasi Di Kampung Semanggi, *Prosiding SNP2M (Seminar Nasional Penelitian Dan Pengabdian Masyarakat) UNIM* 4, no. 1 (2025): 1–8, <https://doi.org/10.36815/snp2m.v5i1.789>.

³¹ Kadek Sri Ariyanti et al., *Teori Pemberdayaan dan Pembangunan Masyarakat* (Pradina Pustaka, n.d.).

of the economic potential of the local environment. In line with Rappaport's concept of empowerment (1987), the program demonstrates that empowerment occurs when individuals gain greater control over their lives through improved skills, knowledge, and access to resources.³² The Participatory Action Research approach confirms the theory of people-centered development, which positions communities as active agents of change.³³ The success of 74% of participants experiencing increased self-confidence indicates that psychological empowerment is proceeding effectively alongside economic empowerment.

The novelty of the program lies in the integration of three dimensions of empowerment into a single series of activities: economic empowerment through flower-arranging skills, social empowerment through cooperative business groups, and psychological empowerment through increased self-confidence. Unlike previous programs, which tended to focus on a single aspect, this holistic approach yields more comprehensive and potentially more sustainable results. The finding that 69% of participants formed productive business groups reinforces the argument that rural women are key agents of transformational economic, environmental, and social change for sustainable development.

The program's implications are categorized into three levels. At the individual level, the program has equipped 45 women with creative economic skills and an entrepreneurial mindset, positioning them as potential agents of change in their communities.³⁴ At the community level, it has fostered local economic networks that can reduce dependence on external markets and enhance the village's economic circulation. The structural level demonstrates that the creative sector can serve as an adaptation strategy to address global changes by reducing reliance on vulnerable sectors such as agriculture and the tobacco industry. The program indicates the

³² Rizky Afrianti, Strategi Pemberdayaan Keluarga Untuk Perempuan Dan Anak Korban Dampak Penyalahgunaan Narkoba Dengan Pendekatan Multidisiplin, *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial* 3, no. 1 (2025), <https://ojs.daarulhuda.or.id/index.php/Socius/article/view/2066>.

³³ Saskia Fernandya et al., Pengentasan Masalah Sosial Melalui People Centered Development Guna Memaksimalkan Pembangunan Di Indonesia, *Reformasi* 12, no. 1 (2022): 121–32, <https://doi.org/10.33366/rfr.v12i1.3324>.

³⁴ Ariefin Mesra Surya et al., Pelatihan Pemberdayaan Ekonomi Perempuan Melalui Program Pelatihan Kewirausahaan di Wilayah Perdesaan, *SABAJAYA Jurnal Pengabdian Kepada Masyarakat* 2, no. 06 (2024), <https://doi.org/10.59561/sabajaya.v2i06.511>.

potential for a sustainable creative economy village model, with women as the driving force of local economic transformation, aligning with SDG 5, SDG 8, and SDG 11.³⁵

This proven empowerment model can be replicated in other villages with adjustments to local potential and the specific needs of the community. Local governments have the potential to adopt the PAR approach as a participatory and sustainable strategy for rural economic empowerment. The use of empowerment indicators that measure economic outcomes, social changes, and psychological impacts can serve as a reference for evaluating similar programs, contributing to the development of an evidence-based science of empowerment.³⁶ For long-term sustainability, support for access to capital, advanced business management training, and facilitation of broader marketing fanetworks is needed so that economic impacts can reach optimal targets within six months.

Conclusion

Community service activities through training in flower arrangement using the Participatory Action Research approach have yielded empowering outcomes, including: economic empowerment through the creation of new income sources, the formation of cooperative business groups that strengthen the community's social capital, and psychological transformation through a shift in mindset from passive workers to active entrepreneurs. The program's sustainability is ensured through participants' mastery of technical and managerial skills, the formation of local economic networks, and improved digital literacy that opens up broader market access. This program indicates the potential for creating a creative economic ecosystem at the village level for women.

This empowerment model is recommended for replication in other villages, with adjustments to local conditions, using the PAR approach as the standard for participatory empowerment. Support for access to capital, advanced business

³⁵ Nurhayati Nurhayati et al., *Desa Berkelanjutan: Implementasi SDGs dalam Pembangunan Desa di Indonesia* (Star Digital Publishing, 2025).

³⁶ Raden Achmad Djazuli, *Evaluasi Program Pemberdayaan Masyarakat* (UMG Press, 2024), <http://eprints.umg.ac.id/11322/>.

management training, and facilitation of marketing networks to maximize long-term economic impact. The development of evaluation indicators that measure economic, social, and psychological outcomes can serve as measurable and practical tools aligned with the sustainable development agenda.

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