



Gender Equality and Women's Participation in the Development of the Tourism Village in the Era of Industrial Revolution 4.0

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The occurrence of the industry 4.0 era is the opportunity for women to actualise themselves and be actively involved in taking part in the world civilisation. This research aims at describing and analysing the profile of women in the tourist village; and the participation and role of women based on the gender equality perspective. The technique applied in this gender analysis is a gender mainstreaming approach, particularly the Longwe Model or Women's Empowerment Framework. The subject of this research is the women domiciled in the area of the tourism village in the Semarang Regency, Indonesia. The data was collected through in-depth interview, observation, and documentation. The analysis on women's participation and gender equality includes: initially, women have a low welfare rate but through participation in the tourism village entrepreneurship, they experience an improvement in terms of economy; women's limited access to resources positions them to be less productive compared to men, thus the access to resources, technology, information, and communication should be made more available for women; women have a lower awareness than men, that the attitude to be critical needs to be developed and men and women should be equally involved in any program conducted in the village; there is an improvement in terms of women's participation in regard to decision-making and strategic position in the tourist village development; and the ability to control is increased in terms of production factors and to ensure the equality of access to resources and benefit sharing.

Keywords: *gender equality, women participation, tourism village development.*



I. INTRODUCTION

The industry 4.0 revolution is the era indicated by the growth of artificial intelligence, the super computer era, genetic modification, innovation, and is so vast changing that it influences many aspects such as the economy, industry, government, and politics. The industrial revolution 4.0 also raises many questions regarding future work. Various experts have stated that work in the future is unclear. This is because of the development of technology and communication that is becoming stronger and evolving (Mahanani, 2018). This situation is initiated by the presence of numerous sources of information including through social media platforms such as YouTube, Instagram, Twitter, and other means of social media. The occurrence of the industry 4.0 revolution is an prime opportunity to be managed by women since it allows women to grab a promising prospect as part of the world civilisation.

The importance of the use of information and communication technology in the industry 4.0 era for women is because women have very strategic roles as both housewives and a more general role in society. Consequently, it is important to elevate the role of women in the country's development, and government has tried to do so through women proliferation and gender equality programs. The Sustainable Development Goals (SGDs) program on gender equality cases emphasises the goal to increase the use of information and communication technology to proliferate women (Gaib, 2017). Unfortunately, due to the gaps in access and the ability to use information and communication technology between men and women, this goal remains hard to achieve. In this particular case, it was found that the setbacks faced by women in developing countries in regard to development are related to education, literacy, language, time, money, social norms, and culture (Ukwuaba, 2015). Community education has largely increased illiteracy eradication among rural women in the Enugu State (Thiele & Thiele, 2013). Literacy provides women the means to improve their economic status and subsequent standard of living, provides access to the power of written knowledge, provides skills and knowledge that has a direct relationship to the improvement of the health and wellbeing of the family, and leads to an enhanced quality of life for their families. In addition, Akinboade (2005) states that women are heavily involved in the informal sector and cross-border trade. These activities are generally low-paying, tedious and erratic.

The Gender and Development (GaD) discussed in this study includes the attempt to eradicate the obstacles that hinder women from acquiring a better quality of life. Gender and development is the attempt to proliferate women, instead of considering women as the passive object in development, it views women as the agent of change. Therefore, women should be able to place themselves in the development. In addition (Pamungkas, 2017), in the context of functional literacy, public figures have an important role to play in realising the social conditions in which people use their literacy knowledge and skills. Development must be seen as an effort to establish and build the internal strength of women (Allahdadi, 2011). The results in this study are consistent with the empowerment of rural women to take control of the management of local development in the village. Because, by empowering women, the elimination of gender discrimination and the creation of a balance of power



between men and women is beneficial politically, economically and culturally. Gender equality is still an issue in development and the struggle to achieve it continues to face a various amount of challenges. This is due to the belief that women are left behind compared to men and that women must catch up in many aspects of development. This disparity can be seen from the limited access for women because of the lack of understanding on the management and regulation that still believes that women are the second object in development.

Gender equality does not mean giving equal rights and obligations between men and women without exception. This is important, along with the implementation of village regulation and the presence of village funding, so that people start to be aware of the duty of the village based on the right of establishment and the authority of the local village. In that sense, the contribution of the village society is required, including women, in order to achieve a prosperous village. One such way is to develop a tourist village. This could be due to the culture in society that tends to place women as a male companion and as housewives at home. Beyond that, women are often considered one-eyed when working because they are regarded as less deft and creative. Even so, it should be in the management of the country, and we should not choose to love anyone (Brody & Hall, 1993; Darwin, 2005).

The process of developing a tourism village must accommodate the aspirations and needs of women. Therefore, women should be willing to involve themselves in developing the village. The presence of a tourist-aware movement provides a good opportunity for women to participate in the development of their villages. Especially, when the development of village society is more rapid and complex which demands for the women's commitment to always learn, follow, and anticipate the progress of the development (Kinnaird & Hall, 1994). Therefore, gender mainstreaming is necessary to be manifested. Though many policy and international treaties have emphasised upon human right protection, women still have less access compared to men to get jobs, training, property ownerships, and so on.

Based on the analysis from the previous studies, the main issues of women in rural areas are the domination of men in the village development. Yet, the presence of the tourism village is expected to improve the gender equality and women's participation in the village development process. The problem raised in this study is what the profile of women in villages is, and how gender equality and their participation can improve the prosperity, access, awareness, participation, and control.

II. METHODS

This research applied a qualitative approach (Gall, M. D., Gall, J. P., & Borg, 2007) with a gender analysis technique. The gender analysis technique in this study utilises the mainstreaming gender approach from the Longwe Model or as it is also known as, the Women Development Framework (Fakih, 2013). The Longwe Model is commonly implemented as the method to analyse the role of



women through analytic categories that integrate the aspects of prosperity, access, critical awareness, participation, and control.

The subjects of this research are the women domiciled in the ‘Natural Tourism Village’, in Lerep Village, in the West Ungaran Sub-District and the women living in the tourism village ‘Kampung Menari’, in Ngrawan Village, in the Semarang Regency. The primary data was acquired from the women in the tourism villages and the public figures who manage the villages. The instruments and techniques used to collect the data include interviews, observations, documentations, and focus group discussion. The secondary data was acquired from the village officials through the technique of interviews, observations, and documentations.

The data analysis is conducted through the data collecting process, followed by data reduction, data presentation, and ended by forming a conclusion along with verification (Arikunto, 2006; Somantri, 2010). The data was analysed using gender analysis, particularly the Longwe method.

III. RESULT AND DISCUSSION

A. Profile of Rural Women in Tourism Village

The rural women in this study are women who live in the Ngrawan Tourism Village and the Lerep Tourism Village. The first village, called ‘Kampung Menari’ is in the Ngrawan Village, in the District of Getasan. The Ngrawan Tourism Village is unique because all of the villagers — children, adolescents, adults, and parents, both men and women — have the ability to dance from early childhood. The development of the Ngrawan Tourism Village, which is popular with the Dancing Village, provides opportunities for women to work and build their villages. Furthermore, the second village, is located in the Lerep Tourism Village, in the West Ungaran Sub-District. The uniqueness of this village is exhibited through a variety of tours including Karangbolo Culinary, Lerep Art Village, Watu Gunung Lerep, Sebligo Lerep Embung, Curug Indrokilo Lerep, Solafide Lerep, The Fountain Water Park, Bumi Lerep Indah, and Siwarak Swimming Pool. The two tourism villages are situated in rural areas that offer a holistic atmosphere that reflects the authenticity of the village from social life, economy, culture, daily life, and typical village spatial structure. Further, there are unique and interesting economic activities in these villages and they have the potential to develop various components of tourism. The involvement of women in the development process in the two villages is not only seen in terms of humanity, but in the role played by women participating in the village development as an act to raise the dignity and quality of the women themselves. The following is a profile of rural women in the tourism village.

TABLE I. PROFILE OF RURAL WOMEN IN TOURISM VILLAGE

Profile of Rural Women	
Age	22 years to 49 years
Education	Graduated from elementary school to bachelor.
Job	Housewives, vegetable traders, fruit traders, farmers, farm laborers, catering businesses, dancers.
Average monthly income	300,000 – 2 million rupiah.
Income from tourism villages	Uncertain according to visits from tourists.
Activity at home	Washing clothes, ironing, cooking, cleaning the house, accompany child/ren to school.
Community social activities	PKK, Social gathering RT, Dasa wisma, recitation, integrated training post, integrated service post, tourism awareness group, community service, mutual cooperation.
Position in social society	Treasurer, secretary, member.
Activities under construction in the tourism village	Dancers, providing meals, group members aware of tour.
Position in tourism aware groups	Treasurer, consumption section, and members.
Technology, communication and information	All women already have cellphones and operate them. 40% have a Facebook account, 5% have an Instagram account, no one has Twitter or Telegram.



The profile of rural women is related to women's self-condition and women's activities at home and in the social community. Possessing a low level of education does not affect in the desire to participate in the development activities in the village. The main jobs of most rural women are as farmers, housewives, vegetable traders, fruit traders, grocery store traders, as well as opening a simple homestay business if there are tourists visiting. This proves an increase in the productive economy of women in the tourism village (Nadim & Nurlukman, 2017). There is a significant relationship between empowering women and increasing income (Scheuler, Diouf, Nevels, & Hughes, 2014). During the first three-years of the initiative, participants made progress in attaining academic degrees, maintaining employment, experiencing modest increases in income, and achieved some success in building assets. The initiative provided the support needed to help women gain a greater stability for themselves and their children.

Most of the women in the Lerep Tourism Village, in the West Ungaran Sub-District have graduated from high school and some have graduated from diploma and bachelor degrees. Besides the income that has been obtained so far, the women of the tourism village have now benefited from tourism activities through income from tour packages (Nadim & Nurlukman, 2017). The respondents participate in group activities to develop the village and they actively participate in group activities to develop themselves (de los Dolores González & Husted, 2011). The results of the study show that women's lower level of knowledge about the issue of entrepreneurial experience and work experience in the industry are less diverse.

Before the existence of a tourist village, women were left behind in the development of their village. This is because there are no opportunities for women to be involved in various village activities. However, following the emergence of a tourist village, women were able to participate in accordance with their abilities. The family has a considerable influence on women to participate in activities within the public activity. This includes receiving encouragement from family members, such as a husband and children, to carry out social activities by being involved as members of tour-aware groups. However, according to women, they must be good at dividing time so that family needs are not neglected. In addition to supporting the family environment, support from the outside environment in general is also a factor to supporting the role of women in tourism awareness groups (Macneil & Liu, 2017) because while other factors play a role, regulatory failures make it easier for members of the organisation to produce significant changes in gender equality. In addition (Pamungkas, 2017), in the context of functional literacy, public figures have an important role to play in realising the social conditions in which people use their literacy knowledge and skills (Andersson, Johansson, Lidestav, & Lindberg, 2018). Women's organisations are not based on policies but on several individuals. The position of the female subject is represented as one with a lack of skills and competencies that requires the help of men.

The profile of women's participation activities is very high and greater than the target set (Allahdadi, 2011). The results of the study suggest a series of strategies that can increase the empowerment of rural women, including the use of agricultural cooperatives. Organisational empowerment through



agricultural cooperatives was identified as a significant approach to achieving rural development. Awareness of the role as citizen representatives is significant and this is reflected in the level of attendance and involvement in planning, implementing activities and monitoring. The benefits to development outcomes are significant regarding the access and control of women in planning, implementing, monitoring and evaluating. In addition, all informants stated that there were no obstacles for women to participate in village institutions.

B. Women's Empowerment and Gender Mainstreaming

Empowerment can be defined as a “multi-dimensional social process that helps people gain control over their own lives” (Bayeh, 2016). Women's empowerment is an effort to realise the roles, access and control of women and men in all fields of development. The women's empowerment programs carried out by the government and the community so far have been an effort to always realise the creation and distribution of development benefits for men and women in a balanced manner. Various steps were taken to create equality between men and women (Kemi & Jenyo, 2016). The main strategy to promote gender equality is to create awareness of all the benefits; people can encourage national development through gender equality. This tourism village between men and women requires working together to develop the family economy in order to achieve family welfare. Therefore, in all fields, it is still necessary to empower women in order to realise equality of access, participation, benefits and control between men and women as members of the community. This is in accordance with the results of the research of Ogato (2013) in Ethiopia to achieve the Millennium goals and support gender equality policies; the research of Sharma and Gambhir (2017) that suggested in regard to entrepreneurial decisions that help take advantage of opportunities and achieve rapid growth in the midst of a changing business environment, women entrepreneurs have great potential to contribute to the economy; and the study by Crespi (2009) that encourages women's participation in development, women's access and control of productive resources, information, training and education, employment, and decision-making.

On the other hand, currently there are still many policies, programs and development activities that are not gender sensitive. They have not paid attention to the experiences, aspirations and needs between men and women and have not established gender equality and justice as the final goal of development. The Longwe Model is based on the importance of development for women, how to handle gender issues as obstacles to empowering efforts to meet women's needs and efforts to achieve gender equality. Women's empowerment includes: capacity building to build women; cultural changes in favour of women; and structural adjustment in favour of women (Ruslan, 2010). Empowerment efforts are directed at achieving the welfare of society through gender equality.

Gender Mainstreaming is an interrelated effort regarding the planning and regulation of policies in gender responsive development and it aims to achieve equality and justice in all areas of development, in this case, the main concern is women (Kushandajani & Alfirdaus, 2019). The Convention on the Elimination of All Forms of Discrimination against Women in principle



emphasises the aspects of equality and justice between women and men; namely, equality in opportunity and access as well as equal rights to enjoy benefits in all areas of life and all activities (Luhulima, 2014).

Based on the field research conducted in the two villages in the Semarang District, it shows that the village head still dominates in village policy making. Furthermore, despite getting support, the gender problem is still placed as the second priority among the numerous priorities of the village development. The existence of a tourism village has a direct impact on increasing gender equality. The Village Law has clearly identified gender equality as a principle for village recognition, representation and redistribution. This must be recognised as good progress. However, a stronger emphasis is needed. This is mainly due to the fact that women in the villages have long suffered from poverty and a double workload in their daily lives. Women who are recruited in village government organisations are more likely to be assigned to the administrative division than the strategic ones. Progress has been made in the village of Lerep; the village head has chosen a woman as the head of the village tour management.

C. Gender Equality and Women's Participation in Tourism Village Development

The involvement of women is an absolute requirement in an effort to realise equitable development. The state cannot be prosperous if the women are left behind, marginalised and oppressed. Vivekananda's research (Darwin, 2005) states that nations that do not respect their women will never be great, both now and in the future. Women, both as citizens and as development, have the same rights, obligations and opportunities as men in all development activities and in all fields of life. Gender equality is a traditional Indian American culture that gives equal strength to Indian American women to engage in leadership as fighters and leaders in the public sphere (Rorintulus, 2018).

The role of women in the tourism village is managing tourism including through public facilities, customs, arts and culture. The achievement of sustainable development will be achieved if the state empowers women and achieves gender equality (Bayeh, 2016). In addition, literacy provides a positive influence and new perspective for female participants (Dimici, 2015). The issue of gender becomes important in projecting development, because all aspects related to development or sub-development will involve and come into direct contact with humans, meaning humans or society are the main essence of development in the broadest sense. The development paradigm, from any angle, needs to view the relationship between the needs and interests of the community as the main factor of development (Mosse, 2007).

Reaching significant attention and respect for the achievement of justice and gender equality as part of the success of development goals, requires each country to play a role in achieving development targets. The complexity of social problems related to development can be from injustice, including gender inequality. If explored more deeply into these problems, the women are the most disadvantaged. Women in many patriarchal cultural structures always have a dominant position in

receiving unfair treatment. Development essentially aims to improve the lives of people, and both men and women are the subject of development for the achievement of the gender perspective (Sondakh, 2018). The ongoing gender injustice has implications for issues of reproductive health and reproductive rights. The following is the participation of women in development using the analysis method from Sara H. Longwe:

TABLE II. FRAMEWORK FOR THE CAPABILITY OF WOMEN IN DEVELOPMENT

Levels	Women's Development Criteria
Welfare	Fulfilled basic needs: food, health, education, decent house.
Access	The potential and skills of women have the opportunity and ability to make decisions on village development.
Critical Awareness	The gender gap occurs because of the social cultural factors for the existence of a tourist village capable of providing critical awareness for women.
Participation	Efforts to empower women are directed at organising tourism awareness groups as a form of participation in decision-making.
Control	Empowerment is directed at a balanced allocation of power between women and men by giving women opportunities to control village development.

The industrial revolution 4.0 is an era characterised by artificial intelligence, the era of super computers, genetic engineering, innovation, and rapid changes that have an impact on the economy, industry, government, and politics. This symptom is marked by the many sources of information through social media. The presence of the industrial revolution 4.0 should be able to be utilised and managed well by women because it has promising prospects for the position of women as part of world civilization. Although the industrial revolution 4.0 has promising prospects, there are a number of challenges faced by the female professional workforce in the industrial world. There is a strong correlation between literacy education programs and women's socio-economic empowerment in the area studied (Adelore & Olomukoro, 2015).

Modern thinking about the modernisation of the development of international countries is that development is a process of progress that runs linear and certain. However, the fact is that women



experience a lot of backwardness in development processes, meaning that the position of women is still left behind in the development processes, both as actors or objects of beneficiaries of development. This is in line with the results of research which states that in the era of development, women still experience a lot of oppression and gender differences are still apparent (Sofiani, 2009). In the national development policy in the country of Indonesia, village development is an integral part of national development. Village development is defined as development that takes place in the countryside and covers all aspects of community life that are carried out in an integrated manner by developing mutual cooperation.

One of the factors forming the ability of women to realise the planned future is empowerment. With empowerment the community has the opportunity to continue and develop their abilities and roles in planning and implementing the changes they want to achieve for a better future. The amount of active participation of women is considered to contribute greatly to the success of the tourist village. However, women's capacity to fight for their needs in development must still be improved. In addition, the condition of our society, which is still paternalistic, remains a challenge that must be faced.

IV. CONCLUSION

In the era of the industrial revolution 4.0, is not enough for women to just play a role as a housewife (domestic), but women must also demand to be able to play outside the home, such as doing business for the family or as a career woman. In the digital era marked by the growth of the industry, it provides great opportunities for women to take part more so than before. However, only few are able to take advantage of this opportunity. Even though women have a very strategic role to fulfil in development, the support of various aspects is needed. Following the existence of a tourism village with a tourism awareness group, the village government has implemented a gender equality program that integrates gender in the development stream, placing women as the subject of development. The challenge faced by rural women in optimising their role in development, is how to change the permissive attitudes of society and cultural practices that limit women's progress to be transformed into women who are required to have broad, intelligent, and technological, information and communication literacy.

Development programs in village areas, through village tourism in several policies, have directly increased gender equality; policies that directly affect women in relation to education, health, and the village economy. Women are no longer a burden, but offer the village government the potential to improve the progress of the village. Therefore, gender equality in the development of tourism villages must be seen as an appropriate strategy in creating more developed villages. In the future, the condition of rural women will be more advanced and qualified, so that they can become equal partners for men in their family, community, and country life. To prepare women who are competent and equal to men in development, it is necessary to take into account some basic conditions including biological conditions, psychological conditions, socio-cultural conditions, educational



conditions, and existential conditions. Women have the same opportunities as men starting from welfare, access, critical awareness, participation, and control over the development of their village.

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