

Empowerment Strategy for Women Business Actors Based on Food Source Plants in Rural Areas (Case Study of Tirta Agung Tourism Village Sukosari Kidul Bondowoso)

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ABSTRACT

The involvement of women as professional workers in Bondowoso Regency has increased quite rapidly in 2022, amounting to 11.44%, but the level of women's income contribution in Bondowoso Regency is only around 0.17%. This is because women are faced with various problems that cause women not to have the empowerment. This study aims to determine the empowerment strategy of women plant business actors as a source of food in the Tirta Agung Sukosari Kidul Bondowoso tourist village. The analysis used is K-Mean Cluster Analysis and Interpretative Structural Modeling (ISM). The results of the K-Mean cluster analysis : cluster 1 age 61 years, cluster 2 age >61 years, cluster 3 age 55-60 years, and all clusters cultivate ginger and tumeric. The results of ISM analysis : 1) The key institution is the tourism awareness group, 2) The main obstacles are lack of access to finance, limited technical skills and business processing, limited funding, 3) The program needed is to improve the quality of human resources, 4) The benchmark are increasing women's income, and increasing local food-based businesses, 5) The activities needed are establishing the organization and leading sectors for handling rural women entrepreneurs, designing the implementation and monitoring and evaluating the development of women entrepreneurs, and strengthening the joint commitment of cross-sectors in women's businesses in rural areas, 6) The measure of the activities needed is to establish a governance organization for handling women entrepreneurs, and increase the knowledge, attitudes and skills of mothers and families to carry out entrepreneurship.

Keywords: Strategy, Women Empowerment, K-Mean Cluster, ISM