

## Empowering Poor Women through Entrepreneurship Development towards a Creative Economy (Case Study of Duck Farming, Sumber Rejeki, Lamongan Regency)

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### Abstract

*From the economic aspect, women have an unfavorable position. Women are considered powerless because they are considered one eye. Poverty and women are things that are difficult to separate because poverty is often depicted with women's faces. So, it is necessary to optimize the development of entrepreneurship towards a creative economy that starts with efforts to optimize creativity based on women's empowerment so that they can increase economic independence. This research belongs to the type of descriptive qualitative research and field research, namely Sumber Rejeki Duck Farm, Tawangrejo Village, Turi District, Lamongan Regency. Data were collected through observation, interviews and focus group discussions in stages. Determination of sources of information (informants) in this study is purposive sampling with the snowball method. then the data were analyzed using the interactive analysis technique of Milles and Huberman . The results of this study are the empowerment of poor women is carried out through (1) guidance from the Lamongan Regency government in the form of the Lamongan Rural-Based Rural-Based People's Economic Movement Program (Gerlap). (2) the existence of the Sumber Rejeki Women Livestock Cooperative as a new economic institution in Tawangrejo Village and training from the relevant livestock service regarding natural resources supporting the fulfillment of duck feed and marketing networks.*

### Keywords

empowering poor women;  
entrepreneurship development;  
creative economy



## I. Introduction

From an economic aspect, women have an unfavorable position. Women are considered powerless because they are considered one eye and below men's standards so that the opportunity to absorb production factors is far less than men. And women are very vulnerable to limitations, poverty and penetration of social stratification that has long been rooted in society.

Poverty and women are difficult to separate because poverty is often depicted with a woman's face. According to Basuki and Prasetyo, the role of poor women in the family includes four main roles. First, as a family finance manager; Second, as the person in charge of all domestic work; Third, as the breadwinner of the family; Fourth, as one of the important social network nodes in terms of social transfer, especially in times of crisis and crisis.

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Based on data from the Central Statistics Agency (BPS), Indonesia's poverty rate was recorded at 9.41% or the equivalent of 25.14 million people in March 2019. Various programs have been launched by the government as an effort to alleviate poverty and empower communities. However, according to the Ministry of Women's Empowerment, so far the development approach has not considered the benefits of development equitably to women and men, thus contributing to the emergence of gender inequality and injustice.

Entrepreneurship has been dominated by men, the main reason being the low bargaining position with the balance of women's potential. Meanwhile, programs for empowering poor women so that they can increase their economic independence are still very limited. In addition, the development of entrepreneurship towards a creative economy which is based on efforts to optimize creativity based on women's empowerment has not been optimally promoted.

The large number of women entrepreneurs is expected to be able to increase economic resilience, because they will be able to create new jobs, provide new goods and services at lower prices, and reduce poverty.

East Java Province, according to the Central Statistics Agency (BPS) in 2016, occupies the third rank for the highest percentage of the number of poor people in Java which reached 10.86 percent. Jogjakarta occupies the first position with a poverty rate of 13.34 percent. Then followed by Central Java with 13.27 percent.

East Java's economy is actually quite strong, indicators, development performance and industry continue to grow. East Java's economic growth is often higher than the national one, as in 2013 East Java's economic growth reached 6.55 percent, East Java's economic growth was higher than the economic growth of DKI Jakarta as the State Capital which only reached 6.11 percent.

However, the poverty rate in East Java is still high because the population is so large and continues to grow and is not matched by equitable distribution of population entrepreneurship, especially in rural areas and the lack of empowerment of poor women.

One of the policies of the East Java provincial government for poverty alleviation is to improve the quality of justice and gender equality in all development sectors in the form of programs to improve the quality of life and protection of women, programs to increase participation and gender equality in development.

The policy reflects the East Java government's support for increasing gender equality in Indonesia. However, it is necessary to pay attention to how these policies are implemented in government programs.

One of the efforts to grow women entrepreneurs from the village grassroots community is the duck cultivation of women from Tawangrejo Village, Turi District, Lamongan Regency, East Java. This Sumber Rejeki duck breeder group received an award from the President of the Republic of Indonesia, Susilo Bambang Yudhoyono. They received two awards at the national level at the same time, in Jakarta on Friday, December 14, 2012.

Through the efforts of women in the creative economy sector, they are not only able to improve the welfare of the family economy, but also achievements at the national level. Lamongan Regency also soared its name after winning the 2012 Autonomy Award, from the efforts of these women.

The question now is what are the potentials, opportunities and obstacles for women in developing entrepreneurship towards a creative economy (Case Study of Duck Farming Sumber Rejeki Tawangrejo Village, Turi District, Lamongan Regency)?

## II. Review of Literature

### 2.1 The Study of Gender and Women

Gender is the various attributes and behaviors that are attached to women and men and are shaped by culture. From this, the idea arises about what is deemed appropriate for men and women. Gender equality in Indonesia has a strong legal basis because it is stated in the 1945 Constitution, article 27, paragraph (1).

Meanwhile, Law no. 39 of 1999 concerning Human Rights also contains articles that support anti-discrimination actions against women, as stated in article 20 paragraph (2).

Discrimination against women is understood as an act of restriction, stunting, differentiation, caused by gender which has the effect of preventing or not recognizing, or implementing human rights and freedoms in social, economic, cultural or other aspects against women, outside of marital status, based on equality gender between women and men.

Article 1 Point 3 of Law Number 39 of 1999 concerning Human Rights the definition of "discrimination" is an act of dwarfing, exclusion or distinction, either directly or indirectly based on human differences in terms of gender, ethnicity, religion, social, political, economic, ideological, which has an impact on exile, removal, in the implementation of human rights and basic freedoms to live well personally or collectively in the context of culture, law, economy, politics, and other aspects".

Meanwhile, there is indirect discrimination against women when there is a law, or legislation that is structured based on a character that seems to be a gender perspective, even though in reality it has a bad impact on women considered a gender perspective, when laws/statutory regulations, intentionally or unintentionally bridge past historical discrimination. This is because they are not careful in choosing the standard of living for men, without paying attention to the experience of women, which is certainly not the same as men. This happens because stereotypes, actions and behaviors for women are based on biology between women and men.

### 2.2 Entrepreneurship

According to Kasmir entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life (business). One conclusion that can be drawn from these various understandings is that entrepreneurship is seen as a function that includes the exploitation of opportunities that arise in the market. The exploitation is mostly related to the direction and or combination of productive inputs (Kasmir, 2007).

The characteristics and characteristics of entrepreneurship include: (1) self-confidence, self-confidence, independence, individualism, and optimism; (2) task and result oriented; (3) The need for achievement, profit-oriented; (4) perseverance and steadfastness, determination to work hard; (5) have a strong drive, energetic and initiative; (6) risk taking ability to take reasonable risks and likes challenges; (7) leadership behavior as a leader, getting along with others, responding to suggestions and criticism; (7) innovative and creative originality and flexibility; (8) future-oriented foresight, perspective.

### 2.3 Creative Economy Creative

Economy is an economic concept in the new economic era that provides intense creativity and information based on human ideas as human resources as the main actors in economic activity (Ministry of Trade. 2009).economic era, there is a phenomenon of a change from the economic structure in the agricultural sector to the information and industrial sectors.

## 2.4 Characteristics and Characteristics of the Creative

The creative economy has a special characteristic, namely that there are special and creative designs attached to the products (goods or services) that are produced. In detail, the characteristics of the creative economy are as follows:

- 1) Has the main elements in the form of expertise, talent and creativity that contain the potential to be able to provide an increase in welfare value through various creative intellectual offerings.
- 2) Have a high level of competition, easy to imitate, high margins, varied diversity and short life cycles.
- 3) In its implementation, good collaboration and cooperation is needed with various parties who play an important role in supporting the creative economy, such as entrepreneurs, scholars and the government which are the main requirements.
- 4) The creative economy is based on the stage of ideas and ideas.
- 5) The concepts that are built tend to be relative
- 6) Developments in the creative economy can be carried out in various fields.

## 2.5 Creative Economy

The creative economy sector consists of 14 sectors. The sector is as mentioned by the Ministry of Trade of the Republic of Indonesia (2008). The 14 sectors are as follows:

### (1) Advertising

This sector is concerned with the provision of services related to advertising, such as outdoor advertising, display of advertisements in print media, installation of posters and pictures, brochures and the like.

### (2) Architecture

This sector is related to creativity in buildings, such as building planning, construction supervision, both at the macro and micro stages.

### (3) Art market

This sector deals with unique and high aesthetic value items, such as handicrafts, automobiles, fine arts, and paintings.

### (4) Handicraft Sector

In this sector is creativity related to the creation, production and distribution of a product. These craft items are usually not mass-produced, only limited.

### (5) Design

This sector is related to creativity related to graphic design, interior design, and industrial design, packaging production services and packaging services.

## III. Research Methods

This research belongs to the type of descriptive qualitative research and field research, namely Duck Farming Sumber Rejeki Tawangrejo Village, Turi District, Lamongan Regency, Data were collected through observation, interviews and focus group discussions in stages. Meanwhile, secondary data relates to statistical data on poverty and related research results that have been carried out previously.

Determination of sources of information (informants) in this study is purposive sampling with the snowball then the data that has been collected and grouped is analyzed using interactive analysis techniques (Interactive Analysis). The interactive analysis technique consists of three activity lines, namely data reduction (Data Reduction), data presentation (Data Display), and conclusion drawing (Verification) (Sugiyono, 2008).

## IV. Discussion

Tawangrejo village is one of the villages located in Turi District, where Tawangrejo Village is the village that has the highest number of ducks in Turi District

On March 21, 2006 the Decree of the Head of Tawangrejo Village was stipulated in the formation of the Sumber Fortune Livestock Group. At the beginning of its formation, the Sumber Rejeki Livestock Group consisted of only 18 people who were confirmed as a "BEGINNER" class group. On August 25, 2009, the Sumber Rejeki Livestock Group increased to 25 members and was confirmed as a "LANJUT" class group. As time goes by, the members of the Sumber Rejeki Livestock Group continue to grow. On November 7, 2011 the Sumber Rejeki Cattle Group's members grew to 40 people who received confirmation as a "MADYA" class group (Rahayu, 2020).

The ducks developed in the Summer Sustenance Livestock Village are the Mojosari ducks. Mojosari ducks are superior at laying ducks; their eggs are very popular with the public. Mojosari ducks have a smaller body posture than other superior laying ducks and have relatively large egg sizes.

Because of their prominent activities, this breeder group won a national award in the form of an Investment Government Award (IGA) in 2011, until the last one led Lamongan to win the Autonomy Award in 2012 for the Special category of Local Economic Empowerment (productive women) from The Jawa Pos Institute of Pro Autonomy (JPIP). ). This is inseparable from the guidance of the Lamongan Regency Livestock and Animal Health Service in the process of cultivating ducks in the group.

The Sumber Rejeki duck breeder group, in Tawangrejo Village, Turi District, Lamongan, East Java, received an award from Indonesian President Susilo Bambang Yudhoyono. They received two awards at the national level at the same time, in Jakarta on Friday, December 14, 2012.

The breeder group received the award as the first winner of the duck breeder group in the outstanding breeder and officer group competition from the Minister of Agriculture and the 2012 Adhikarya Pangan Nusantara and Food Security award in the category of development actors food security from the President of the Republic of Indonesia. The women's group also received a group operational cash prize of Rp 20 million (Sujatmiko, 2020).

### **4.1 The Potential of Women in Developing Entrepreneurship towards a Creative Economy through the Sumber Sustenance Duck Group in Tawangrejo Village, Turi District, Lamongan Regency**

#### **1) Women's Creativity in Processing Natural Resources that Support the Fulfillment of Duck Food (Feed)**

To run a duck farming business in the Summer Sustenance Livestock Group, Tawangrejo Village, the fulfillment of duck feed (feed) is something that must be considered. Considering that the duck farming business is still carried out traditionally with a capacity of thousands of ducks, it certainly requires a large amount of funds, especially if the entire fulfillment of animal feed depends on feed purchased from the factory.

Thus, one of the principles of entrepreneurship is the ability to solve problems and make decisions as well as the courage to take business risks. In this context, the mothers who are members of the Summer Sustenance Livestock Group are quite shrewd in seeing opportunities by utilizing natural resources around the livestock area in the form of rice fields to support the fulfillment of food (feed) for ducks.

The majority of the people of Tawangrejo Village work as farmers, the rice fields and ponds are very wide so that raising ducks in this area is very advantageous because it is

surrounded by ponds and rivers. Residents have no difficulty in feeding if the price of factory feed rises. Natural feed for ducks, such as cepret (kids of fish/small fish), besusul (conch), and lepok (a type of algae), is available in the village. Usually cepret, besusul, and lepok are chopped and then given in wet or dried form before grinding.

In this case, it is in line with Wasty Soemanto that one of the characteristics of entrepreneurial human beings is: having sensitivity to know their environment by exploring and utilizing local environmental economic resources (Soemanto, 1996). Thus, the potential of these natural resources not only helps fulfill animal feed but also opens up new business opportunities for the surrounding community to generate additional household income by buying and selling cepret (saplings of fish/small fish), besusul (snails), and lepok (fish) a type of algae).

#### 2) Some Women Entrepreneurs have Developed Creativity and this Creativity is Transmitted to Other Women Entrepreneurs

Creative means thinking and doing something to produce something new or modify existing products/services. The women in Tawangrejo Village are arguably extraordinary. They have creativity to increase their family income. Through the women's group Ternak Sumber Rejeki, they are able to be independent by cultivating ducks.

Not only good at raising ducks, they also continue to spur creativity by making various processed foods made from ducks such as processing eggs to be processed into salted eggs, salted egg botok processing duck eggs into raw crackers and so on.

The creativity that has been formed in some women entrepreneurs is also transmitted to other duck breeders. So that they guide each other, exchange ideas and encourage other groups to achieve common goals. In the context of entrepreneurship, a creative and innovative attitude is one of the keys to success in developing the business world, so according to Suryana that creative and innovative entrepreneurial abilities can be used as the basis, tips, and resources to seek opportunities for success.

#### 3) Good Social Capital has been Built, so that there is a Spirit to Develop a Joint Business Capital (Social Capital)

Viewed as a component that can affect the productivity of individuals/groups so as to create a quality business group. Social capital can also be understood as social relations between people, trust, norms, and mutual benefits. Its important role in society as a social asset that allows individuals and communities to work more efficiently

The running of people's economic empowerment in the Sumber Sustenance duck group has been supported by the potential for social capital that has been formed in Tawangrejo Village, namely mutual trust in the community or livestock group, social norms, and social networks. The potential for social capital has been able to provide benefits for the development of empowerment in Tawangrejo Village, including the use of grant aid funds, increasing income, channeling new knowledge about raising ducks, creating job opportunities, and facilitating the marketing of livestock products and duck farming.

In entrepreneurial activities, social capital can also function as a lever for the success of business activities, because in social capital there are values of cooperation. So that it makes someone dare to develop their business and ideas through strong entrepreneurial motivation because of the existence of social capital in the form of valence, namely the level of bonding, participation of one's inner self towards an activity.

#### 4) There is guidance from the Lamongan Regency Government in the form of the Rural-Based Lamongan People's Economic Development Movement Program (Glitter)

The Glitter Program is a program of the Lamongan Regency Government for economic empowerment in increasing the independence and welfare of rural communities. This program is expected to be able to reduce the current poverty rate in Lamongan from 15.18 percent to 12 percent by the end of 2021.

Assistance from the Gemerlap Program is channeled through the Lamongan Regency Livestock and Animal Health Service. In 2011, assistance was provided in the form of ducks and additional food ingredients (bran). In 2012, the Sumber Rejeki Group received assistance from the Gemerlap Program in the form of cash amounting to Rp. 745,000,000,- . The aid was bought for ducks and to build a cooperative and marketing office.

The impact of the Glitter Program in Tawangrejo Village has been investigated by Anita Rahyu (2016). From this research, it can be seen that the Glitter Program has an individual impact that is felt by members of the livestock group, namely an increase in income, for Organizational impacts in the form of an increase in the work spirit of group administrators and the achievement of group goals. The impact on the community is in the form of helping the economy of the entire community even though they are not included in the livestock group. Meanwhile, the impact on social institutions and units is the formation of a new economic institution, namely the Sumber Rejeki Women's Livestock Cooperative.

Thus, the Glitter program which targets the Sumber Sustenance duck group in Tawangrejo Village is able to increase the duck commodity in the area, empower the creative economy for mothers and a sustainable economy with the presence of the Sumber Sustenance Women Livestock Cooperative which not only benefits members but also provides benefits for members of the community. The general public is also very helpful because most of these loans are used to meet their daily needs and help in financing their children's schooling.

So in this case, the Lamongan Regency government is considered to have carried out government functions, namely public service, development, empowerment, and regulation.

5) The Existence of the Sumber Rejeki Women Livestock Cooperative as a new economic institution in Tawangrejo Village

Capital is very influential in the business world, balancing money in and money out is a struggle, especially when trying to expand a business. The presence of the Sumber Rejeki Women Livestock Cooperative in Tawangrejo Village is certainly very helpful for these women who do duck farming.

Cooperatives can be understood as an association consisting of individuals or legal entities, which gives freedom to members to enter and leave, by working together in a family manner to carry out efforts to enhance the physical welfare of its members.

This cooperative is in the form of a savings and loan cooperative, which is a cooperative that is engaged in the field of capital formation through the savings of members continuously to be then loaned to members in an easy, cheap, fast, and appropriate way for productive and welfare purposes. In fact, people who are not a livestock group can also make loans to the Sumber Sustenance Women's Livestock Cooperative.

Thus, the potential of women who are members of the Sumber Sustenance Livestock Group in Tawangrejo Village in terms of capital and financial turnover is greatly helped by the Sumber Rejeki Women's Livestock Cooperative which was established under the guidance of the Lamongan Regency government in the Movement Program for Building the Lamongan Rural-Based People's Economy (Grimlap) in 2011 -2012 ago. This cooperative helps build and develop the potential and capabilities of members in particular, and society in general, in order to improve their socio-economic welfare.

#### **4.2 Opportunities and Barriers to Entrepreneurship Development towards a Creative Economy for Empowering Women through the Sumber Sustenance Duck Group in Tawangrejo Village, Turi Subdistrict, Lamongan Regency**

Here are opportunities Opportunities the carrying capacity of the land that is still wide in Tawangrejo Village Carrying:

1) Capacity of Land that is still Wide in Tawangrejo Village

To develop duck and livestock business to increase productivity, the availability of land is something that must be considered. The cage is a place for ducks to shelter and rest at night, and a place for production. In Tawangrejo Village, the majority of the land is used for agriculture (paddy fields) and fisheries (tambak) and the sub-sector that has the potential to be developed is animal husbandry because the land is still large enough to allow for the development of duck farming. Among the land resources that can be used for ducks are: rice fields, ponds, and house yards.

#### (2) The carrying capacity of abundant animal feed in Tawangrejo Village

Animal feed is one of the largest components of production costs in the livestock business. Provision of quality feed is a factor that supports livestock business, so knowledge about feed and its provision needs serious attention.

The maintenance of ducks by the Sumber Sustenance livestock group is still traditional, i.e. breeders move their livestock from one rice field to another. The potential of the Tawangrejo Village area which is in the form of rice fields and ponds is very large, it is very advantageous in providing feed because it is surrounded by ponds and rivers. Residents have no trouble if the price of factory feed rises. Natural feed for ducks, such as cepret (kids of fish/small fish), besusul (conch), and lepok (a type of algae), is available in the village. Usually cepret, besusul, and lepok are chopped and then given in wet or dried form before grinding.

#### (3) The Majority of Women Who Work as Farmers

In Tawangrejo Village Community, the majority work as rice farmers and pond farmers. Income as a farmer certainly can not be enjoyed every day. In the midst of complex life needs and uncertain agricultural products, the community began to rack their brains to open new livelihoods that were able to support the economic resilience of their families.

In addition, the role of women in agriculture has been known since humans know the universe and cultivate crops. So, women workers in the agricultural sector seem concerned, they often do not get paid because they are considered as family workers.

Based on this condition, the women of the Tawangrejo Village community finally started a duck farming business which in the end was just a sideline to meet daily needs, including school fees

(4) Tawangrejo village location, Turi sub-district, Lamongan district, which is strategic, Tawangrejo village is 4 KM from Turi sub-district and 10 KM from Lamongan district which can be accessed reached within 1 hour. Turi sub-district is one of the 27 sub-districts in Lamongan Regency which is geographically located in Turi sub-district to the west of the capital city of Lamongan Regency with an orbital distance of 5 Km from the capital city of Lamongan which is traversed by the Surabaya - Jakarta highway. Astronomically, Turi District is located at a position of 7°01'30" South Latitude - 7°06'30" South Latitude and 112°20'30" East Longitude – 112°26'00" East Longitude. Highway Jakarta-Surabaya, precisely flanked to the west of the city of Bojonegoro (middle route) and Tuban city (pantura route) and east of the city of Gresik.

Tawangrejo Village, Turi Subdistrict, with livestock business commodities from the Sumber Sustenance Group, is very helpful in marketing the products because it is located in a strategic north coast route.

The existence of the northern coast route makes the area the main route in the process of distributing goods and as one of the main routes of the national economic corridor that plays a major role in encouraging the national goods and service industry. The strategic location of the Sumber Sustenance Livestock Group is an important component so that the business being run can also compete effectively. The accuracy of location selection is one of the factors that determine the success of a business.



### **4.3 Barriers to Entrepreneurship Development Towards a Creative Economy for Women's Empowerment Through the Sumber Sustenance Duck Group in Tawangrejo Village, Turi District, Lamongan Regency**

#### **1) Difficulty in Fulfilling Duck Feed During the Dry Season**

Feed costs are the largest cost, which is around 60-70% of the production costs incurred in duck farming. Therefore, the feed factor will determine the success of duck farming.

So far, during the rainy season, the availability of feed is very abundant because the Tawangrejo Village area which is in the form of rice fields and ponds has greatly benefited from the availability of feed because it is surrounded by ponds and rivers.

Meanwhile, in the dry season, the availability of feed that comes from natural potential is getting less due to drought and the land is turned into rice fields.

Of course this is one of the obstacles to the entrepreneurial development of the Sumber Sustenance duck group in Tawangrejo Village, Turi District, Lamongan Regency. Starting from this problem, according to the researcher, the Sumber Sustenance Ducks group in Tawangrejo Village needs counseling about climatology and the livestock environment.

With adequate knowledge of climatology and the livestock environment, it is hoped that farmers will apply climatology in the field of animal husbandry related to planning in the management of maintenance, housing, feed and forage so that humans can manipulate maintenance patterns to suit their needs in order to increase productivity and livestock production.

#### **(2) Lack of Knowledge about Vaccination of Ducks**

Animals need vaccines to prevent diseases that might attack like humans. Diseased livestock is certainly a dizzying problem for breeders. Because it can lead to a decrease in the level of production which results in a decrease in the level of income. In addition, sick livestock can also transmit the disease to humans who consume them and the surrounding environment.

In the field, vaccine delivery methods require human resource training programs. One of the successes of vaccination is determined by the qualification of these resources. Unfortunately, one of the biggest challenges in the entrepreneurship of the Sumber Rezeki duck group in Tawangrejo Village is the lack of knowledge of farmers about duck vaccines.

According to the researcher, the Sumber Rezeki duck breeders in Tawangrejo Village need training on livestock vaccination from related parties. So that the prevention and control of duck disease can be done earlier as an effort to increase the productivity of ducks.

#### **(3) Lack of knowledge in the use of Livestock Technology**

Knowledge of livestock technology will determine the success of a livestock business. According to Pramusinto (2020) the power of technology including digitalization and automation continues to grow and change the pattern of production, distribution, and consumption. As with other areas of life, technology is used to make changes, so also with the legal system as technology in making changes (Hartanto, 2020). Meanwhile, the use of information technology is the benefit expected by users of information systems in carrying out their duties where the measurement is based on the intensity of utilization, the frequency of use and the number of applications or software used (Marlizar, 2021). The ability to adjust to technological developments can be done by increasing the quality of human resources for breeders through increasing the intensity of assistance both in quantity and quality.

Unfortunately, one of the obstacles to the Sumber Sustenance duck group in Tawangrejo Village is the lack of knowledge in the use of livestock technology. So, according to the researcher, it is necessary to hold up-to-date counseling and training on duck farming technology among the Sumber Sustenance duck breeders in Tawangrejo Village. Considering that this adjustment to technological developments plays a major role in the success of the duck farming business.

#### (4) The Location of the Cages is Messy and not Well Organized

The higher the density of the cages, the more competition or struggle occurs in consuming rations due to the cage space being too narrow. Unfortunately, one of the obstacles to the Sumber Sustenance duck group in Tawangrejo Village is the messy layout of the cage and lack of attention to sanitation, of course, it can affect the productivity of ducks and disease transmission.

So, according to the researcher, it is necessary to revamp the shape of the cage that is adjusted to the standard of the cage that is suitable for Mojosari ducks. This can be realized through collaboration with various parties such as the livestock and livestock health services.

So that the Sumber Sustenance duck business in Tawangrejo Village is not only a successful center for ducks but also helps maintain the cleanliness and comfort of the natural surroundings.

#### (5) Lack of Breadth of Marketing Network for Ducks

Marketing of livestock products must ensure that these products can be distributed quickly, considering that these products are perishable quickly, so product improvement efforts depend on the market or consumers, proximity to the market, smooth marketing, large demand and the creation of a reasonable price is the base of enthusiasm in increasing production.

Unfortunately, one of the obstacles to the Sumber Sustenance duck group in Tawangrejo Village is the lack of a wide marketing network for ducks and their products. So according to the researcher, the Sumber Sustenance duck breeders in Tawangrejo Village need training and supervision related to the marketing network of duck products and their processed products in a professional manner. Especially in the advancement of technology and digital science, it is certainly possible to pursue online applications for marketing and selling products digitally. It is hoped that this strategy will be able to increase the income of farmers and increase their economic independence.

Empowerment of poor women through the development of entrepreneurship in the Sumber Rejeki duck farm in Tawangrejo Village was initially carried out independently on the awareness of a group of duck breeders who wanted to improve the economic welfare of the family. Although in subsequent developments, this empowerment targeting women has received more attention from the Lamongan Regency government in the form of guidance from the Lamongan Regency Government in the form of the Movement Program to Build the Lamongan Rural-Based People's Economy (Gerlap).

The Glitter Program is a program of the Lamongan Regency Government for economic empowerment in increasing the independence and welfare of rural communities. Empowerment of the Lamongan Regency Government in the Sumber Sustenance livestock group in Tawangrejo Village is in the form of community awareness which is carried out in a transformative, participatory and sustainable manner through increasing ability to deal with various basic problems faced and improving living conditions in accordance with expectations which greatly influences the success of the duck farming business initiated by these women.

Regarding the 5 aspects of women's empowerment as stated by Sara Longwee, the efforts made are still focused on improving welfare, access and participation.

Meanwhile, critical awareness efforts as well as mastery of various existing sources and the ability to control the achievements in entrepreneurship are still not visible. Thus, the program and all the efforts that are being promoted have only placed women as the object of activity and as a means of mobilizing available resources. And it has not yet reached the level of critical awareness that poor women must rise up and hurry to develop innovation and creativity in the world of entrepreneurship.

## V. Conclusion

Based on the problems posed and the results of studies and analyzes carried out, it can be concluded:

### a. The Potential of Women in East Java in Developing Entrepreneurship towards a Creative Economy Includes

- 1) natural resources that support the fulfillment of food (feed) for ducks
- 2) The creativity is transmitted to other female business actors.
- 3) Good social capital has been built, so that there is a spirit to develop joint business
- 4) The existence of the Sumber Rejeki Women Livestock Cooperative as a new economic institution in Tawangrejo Village.

### b. Opportunities and Obstacles to Developing Entrepreneurship towards a Creative Economy to Empower Women Include:

1. Opportunities to develop entrepreneurship towards a creative economy to empower women include:

- (1) The carrying capacity of land that is still wide in Tawangrejo Village Supporting
- (2) capacity of abundant animal feed in Tawangrejo Village
- (3) The majority of mothers who work as farmers
- (4) Strategic Location of Tawangrejo Village, Turi District, Lamongan Regency.

2. Barriers to entrepreneurial development towards a creative economy to empower women include:

- (1) Difficulty in fulfilling duck feed during the dry season
- (2) Lack of knowledge about duck vaccination
- (3) Lack of knowledge in the use of animal husbandry technology
- (4) The location of the cages is messy and not well organized
- (5) Less extensive marketing network for ducks
- (6) Lack of equal training from policy holders

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