

POTENTIAL FOR VALUE-ADDED POULTRY AGROINDUSTRY DEVELOPMENT IN LOK TUAN VILLAGE, NORTH BONTANG

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Abstract

This study assessed the potential of Lok Tuan Village, North Bontang, to develop a small-scale agroindustry based on value-added poultry products. The study used a descriptive case-study approach based on baseline identification, focus group discussion, field observation, production and sales records, and documentation generated during a community empowerment program in June 2026. Potential was mapped across raw-material availability, human resources, product diversification, processing technology, market access, and institutional readiness. The results showed that the area had a supporting raw-material base, with chicken availability reported at approximately 50–100 kg per week, and a PKK group of about 20 active members with basic poultry-processing skills. Before intervention, processing was household-scale, below 5 kg of raw material per session, irregular, and supported by limited equipment. The group subsequently developed three main frozen products—pentol, siomay, and nugget—under the Arida Frozen Lok Tuan identity, used vacuum packaging, and conducted production at approximately twice per week or according to orders. Digital promotion and business formalization through an NIB also emerged. These findings indicate that Lok Tuan has a feasible foundation for poultry-based value addition, particularly through women-led group enterprise. However, scaling remains constrained by incomplete financial records, the absence of quantified post-intervention production capacity, limited market-performance data, and halal certification that was still in process. Development should therefore prioritize standardized production, routine financial recording, market expansion, and institutional strengthening.

Keywords:

Lok Tuan Village; poultry agroindustry; value-added products; PKK; local resource potential; women-led enterprise

1. Introduction

In a village context, agroindustrial potential should therefore be understood as a combination of resources, capabilities, and enabling conditions rather than as raw-material availability alone. The transformation of livestock commodities into processed foods can create additional value through product differentiation, packaging, storage, branding, and direct marketing. However, these benefits depend on the ability of producer groups to maintain consistent quality, organize production, control costs, and reach consumers. For women-led community enterprises, collective organization can also reduce the limitations of individual household production by enabling task sharing, learning, and joint access to equipment and markets (Jabeen et al., 2020; Leul et al., 2023) .

Lok Tuan Village in North Bontang presents an opportunity for poultry-based food processing because chicken raw-material availability in the surrounding area was reported at approximately 50–

100 kg per week. The local PKK group also provides a social and human-resource base for productive economic activities. Before the community program, members already possessed basic skills in producing nuggets, meatballs, and shredded chicken, but processing remained simple and irregular. The reported baseline capacity was below 5 kg of raw material per production session, while equipment, standard recipes, hygiene practices, financial records, packaging, branding, and digital marketing were not yet adequate.

Food processing can generate added value when raw materials are transformed into products with differentiated characteristics, longer storage potential, and clearer market identity. Recent work on local-ingredient processing and household economic resilience supports the relevance of developing processed-food enterprises around locally available resources (Januarty et al., 2025; Suryari et al., 2025). For poultry products, food-safety management and process control are particularly important because small food enterprises often face practical constraints in hygiene, standardization, documentation, and quality assurance (Charlebois et al., 2021; Lee et al., 2023).

From an agroindustrial development perspective, the transition observed in Lok Tuan can be viewed as an early-stage value-chain development process. Raw poultry represents the primary input, PKK members provide labor and social organization, processing equipment supports transformation, packaging and branding increase product differentiation, while digital promotion and direct ordering create a connection to the market. Business legality and halal certification further represent institutional conditions for market expansion. Examining these elements together is useful because improvement in one component may not automatically generate a sustainable enterprise if other components remain weak. For example, increased production without financial recording may obscure actual profitability, while improved packaging without adequate cold storage may create quality risks. Accordingly, this study does not attempt to establish the long-term financial feasibility of the enterprise or to estimate causal effects of the community program. Instead, it provides a structured assessment of the local potential that can support future agroindustrial development. The objective of this study was to assess the potential for developing a value-added poultry agroindustry in Lok Tuan Village by mapping local resources, human resources, processing and product potential, market opportunities, and institutional readiness, while identifying the main gaps that may limit sustainable development.

2. Materials and Methods

2.1 Study design and location

This study employed a descriptive case-study design to document and assess the local potential for value-added poultry agroindustry development. A case-study approach was selected because the analysis focused on one specific community group and sought to understand the relationship among local resources, production practices, organizational capacity, market development, and institutional readiness within their actual setting. The study area was Lok Tuan Village, Bontang Utara District, Bontang City, East Kalimantan, Indonesia. Field activities underlying the dataset were conducted on 13–15 and 27–29 June 2026 as part of a community empowerment program involving the Lok Tuan PKK group. Approximately 20 active members participated in production and marketing activities. The unit of analysis was the group-level poultry processing activity rather than individual household income. Consequently, findings are interpreted as a community-level potential assessment and are not generalized statistically to all households or all villages in Bontang.

2.2 Data sources and variables

The analysis used primary field information generated through several complementary sources: initial needs assessment, focus group discussion (FGD), direct observation, practical production activities, field visits, partner discussions, production and sales records, attendance documentation, and photographs. These sources were used to capture both the initial condition and the development observed during implementation. The assessed potential dimensions were: (1) raw-material availability; (2) human-resource and group capacity; (3) product and processing potential; (4) technology, hygiene, packaging, and quality readiness; (5) market and economic potential; and (6) institutional and business-legality readiness. For the raw-material dimension, the assessment considered the reported availability of chicken and its accessibility to the group. Human-resource potential was examined through the number of active members, existing processing skills, and participation in production and marketing. Processing potential covered product types, production scale, equipment, packaging, storage, and production regularity. Market potential considered product identity, promotion, ordering channels, and turnover information. Institutional readiness included group organization, bookkeeping practices, NIB status, and the progress of halal certification. The dataset was non-clinical and did not contain sensitive personal information; participation and activity documentation were conducted with partner consent.

2.3 Data collection procedure

Data collection was organized in sequential stages. First, the initial identification stage documented the group's existing resources, processing experience, production constraints, equipment, marketing practices, and business-administration condition. Second, an FGD was used to validate the identified problems and to discuss feasible product-development priorities with the partner group. Third, direct observation and practical production activities documented how raw materials were processed, how equipment was used, and how products were packaged and stored. Fourth, monitoring documentation was used to record changes in production regularity, product diversification, marketing activity, business formalization, and reported turnover. Finally, photographs and administrative records were used as supporting evidence for the description of products and implementation outputs. The use of several information sources allowed the potential assessment to be based on converging evidence rather than on a single observation or respondent statement.

2.4 Data analysis

Data were analyzed descriptively by comparing documented baseline conditions with the condition observed during program monitoring. The analysis followed four steps. First, information from observations, FGD, records, and documentation was organized according to the six potential dimensions. Second, each dimension was described in terms of available assets, evidence of development, and remaining constraints. Third, baseline and monitoring information were compared to identify changes in production organization, product development, technology use, marketing, and institutional readiness. Fourth, the findings were synthesized into an integrated potential assessment and a staged development pathway. Production frequency was described as sessions per week, while production capacity was represented by the amount of raw material processed per session when available. Changes in turnover were reported as documented by joint monitoring rather than recalculated because the baseline turnover was available only as a range and complete financial records were not available. No inferential statistical test was applied because the dataset represented a single

case without a control group or structured pre-test/post-test instrument. The interpretation therefore emphasizes documented conditions and development potential rather than causal attribution or statistical generalization.

To strengthen the credibility of the assessment, information was cross-checked across field observation, partner discussion, production documentation, and available records. When numerical information was incomplete or reported as a range, the manuscript retains the reported range and explicitly identifies the limitation instead of generating an unsupported point estimate. This approach is consistent with the descriptive purpose of the study and helps distinguish documented outcomes from broader interpretations of future business potential.

3. Results

3.1 Raw-material and human-resource potential

The first major potential identified was the availability of poultry raw materials in the surrounding area. Chicken availability was reported at approximately 50–100 kg per week. This resource base provides an opportunity to shift from selling or using poultry mainly as a raw commodity toward processing products with higher economic value. However, the baseline production capacity of the group was below 5 kg of raw material per session, indicating a substantial gap between potential raw-material availability and the group's processing capability.

The second major asset was human and social capital. The PKK group consisted predominantly of housewives and wives of poultry farmers, and members already possessed basic skills in processing poultry products. During the program, approximately 20 members were actively involved in production and marketing. The combination of existing processing skills, group organization, and member enthusiasm constitutes an important foundation for women-led agroindustrial development.

Table 1. Local potential and development implications in Lok Tuan

Potential dimension	Evidence from Lok Tuan	Development implication
Raw material	Chicken availability approximately 50–100 kg/week	Supports expansion of poultry-based processing if capacity and supply management are strengthened
Human resources	≈20 active PKK members; basic poultry-processing skills	Provides labor, social capital, and a basis for group enterprise
Product potential	Pentol, siomay, and nugget developed as frozen products	Creates product diversification and value addition
Technology	Meat grinder, vacuum sealer, freezer, digital scale introduced and used	Improves processing efficiency, storage, consistency, and packaging
Market	Social media used for promotion and order reception	Expands communication beyond immediate neighborhood
Institutional readiness	NIB obtained; halal certification in process	Indicates movement toward formalized food enterprise

3.2 Processing and product-development potential

At baseline, processing relied on household equipment and was not conducted routinely. The group had experience with nuggets, meatballs, and shredded chicken, but the documented post-program product portfolio focused on three products: pentol, siamay, and nugget. These products were developed as frozen foods and marketed under the Arida Frozen Lok Tuan identity. Vacuum packaging produced a more consistent and market-ready presentation.



Figure 1. Arida Frozen Lok Tuan products using vacuum packaging

Technology implementation included a meat grinder, vacuum sealer, freezer, and digital scale. The meat grinder supported faster and more homogeneous grinding; the vacuum sealer improved closure and packaging; the freezer supported storage of raw materials and frozen products; and the digital scale supported formulation and product-size consistency. The group also began applying hygiene and sanitation practices to raw materials, equipment, the production environment, and personal hygiene.

3.3 Market and economic potential

Before the program, marketing was mainly limited to the surrounding community and internal PKK activities. The group's turnover was reported at approximately IDR 0–500,000 per month. During monitoring, members began using social media to introduce products, receive orders, and communicate with consumers. The business identity Arida Frozen Lok Tuan and improved packaging also strengthened the product's readiness for promotion. Joint monitoring reported an increase in turnover of nearly 90% compared with the initial condition; however, the source documentation does not provide complete financial records or a reproducible monthly calculation, so this figure should be interpreted as a reported program outcome rather than a precise profitability estimate.

3.4 Institutional potential and remaining gaps

The group's formalization improved through acquisition of a Business Identification Number (NIB). Halal certification was still being processed at the time of reporting. Management capacity also began to develop through training in simple bookkeeping, production-cost recording, sales recording, and cost-of-goods-produced (HPP) calculation. Nevertheless, the completeness of routine bookkeeping and the post-intervention production capacity in kilograms per session were not quantitatively documented. These gaps limit the precision of economic feasibility assessment and should be addressed through systematic business records.

Table 2. Documented development indicators supporting the local-potential assessment

Indicator	Baseline	Monitored condition	Interpretation
Production frequency	No routine; reported once in three months	≈2 sessions/week or according to orders	Strong improvement in operational continuity
Active members	Limited involvement	≈20 active members	Human-resource participation expanded
Product portfolio	Limited processed products	Pentol, siomay, nugget	Diversification achieved
Packaging	Simple packaging	Vacuum packaging with product identity	Market readiness improved
Digital marketing	Not optimal	Social media used actively	Market access channel expanded
Turnover	IDR 0–500,000/month	Reported nearly 90% increase	Positive economic signal; requires audited records
Business legality	No NIB	NIB obtained	Institutional formalization improved

4. Discussion

4.1 Local resources as a foundation for agroindustrial development

The combination of poultry availability and an organized PKK group indicates that Lok Tuan possesses two essential local assets for small-scale agroindustry: a material resource base and social-human capital. The reported 50–100 kg of chicken availability per week is particularly relevant because the baseline processing activity used less than 5 kg per session. The main development issue is therefore not the absence of raw materials, but the limited ability to convert available resources into standardized, marketable products. Similar evidence from rural women's groups shows that organized collective activities can become a mechanism for strengthening livelihood opportunities when local capabilities are connected with productive activities (Leul et al., 2023; Suryari et al., 2025) .

The PKK structure provides an additional institutional advantage because production tasks can be distributed among members. The involvement of approximately 20 members in production and marketing suggests that the enterprise has a broader human-resource base than a single household business. Research on women's empowerment emphasizes that economic participation is strengthened when women have access to collective platforms, skills, and opportunities to engage in enterprise activities (Jabeen et al., 2020; Mishra et al., 2026; Ogundare et al., 2026) . In Lok Tuan, this potential is visible in the transition from limited activity toward routine production and marketing.

4.2 Value addition through product diversification and technology

The development of pentol, siomay, and nugget demonstrates a practical pathway for value addition. Rather than marketing poultry only as a raw commodity, the group transformed it into differentiated frozen products with a brand and vacuum packaging. Local-ingredient processing has been reported as a strategy for increasing household economic opportunities, particularly when processing skills are linked to product development and market access (Januarty et al., 2025) .

Technology is useful in this process because it addresses concrete bottlenecks rather than functioning as equipment provision alone. In Lok Tuan, the grinder, vacuum sealer, freezer, and digital

scale were linked to grinding efficiency, packaging, storage, and standardization. This is consistent with the broader principle that technology implementation is more useful when users understand operation, maintenance, and its role within the production system (Brundage et al., 2019) . The observed shift to more regular production suggests that appropriate technology can help convert existing skills into a more repeatable production process.

4.3 Quality, food safety, and market readiness

Food safety and quality are central to the scalability of small food enterprises. The observed adoption of cleaner handling practices and better packaging is therefore an important part of the village's agroindustrial potential, not merely an operational improvement. Studies of small and medium food enterprises identify food-safety management, documentation, and process control as recurring challenges, indicating that product-market expansion should be accompanied by stronger food-safety systems (Apylasari et al., 2025; Charlebois et al., 2021; Lee et al., 2023) . The Lok Tuan case has moved in this direction, but the absence of a quantified hygiene score means that improvement should currently be interpreted as an observed behavioral change rather than a measured competency gain (Anindyasari et al., 2025; Azizah et al., 2024, 2025).

The emergence of the Arida Frozen Lok Tuan identity and the use of social media strengthen market readiness. Digital marketing can widen communication with consumers and reduce dependence on geographically proximate buyers. Evidence from Indonesian MSMEs indicates an association between social-media marketing and business performance, while recent PKK empowerment studies also highlight digital literacy as a useful component of women's enterprise development (Arief Rahman et al., 2026; Tatik & Setiawan, 2025) . In Lok Tuan, social media has already been used for product promotion and order reception, creating a platform for further market expansion.

4.4 Economic feasibility: opportunity with measurement limitations

The reported turnover increase is a positive signal that the local potential can generate economic activity. However, the available data do not permit a rigorous profitability or feasibility calculation. The baseline turnover is a range rather than a single audited value, and complete records of production volume, input costs, selling prices, marketing costs, and net profit are not available. Financial information is essential for SME decision-making because it supports performance measurement and planning (Bahri et al., 2017) . Consequently, the next research stage should quantify HPP, gross margin, net margin, sales volume, repeat purchases, and product-level contribution to revenue.

4.5 Development priorities for Lok Tuan

Based on the evidence, the most promising development pathway is a staged poultry agroindustry model: secure and document raw-material supply; standardize recipes and production procedures; maintain hygiene and cold-chain practices; strengthen bookkeeping and HPP-based pricing; expand digital and PKK-network marketing; and complete halal certification. This sequence is consistent with the view that MSME constraints are interconnected across production, management, quality, and market access rather than isolated problems (Kurniasih et al., n.d.; Mhlongo & Daya, 2023) . The NIB already provides an initial institutional foundation, while completion of halal certification and routine financial records would improve market credibility and managerial control.

The case also demonstrates the importance of distinguishing between potential and realized performance. The presence of 50–100 kg of available chicken per week does not mean that the group

can immediately process the entire amount. The documented baseline of less than 5 kg per session shows that processing capacity was initially much smaller than the potential supply base. Likewise, the reported turnover increase should not be interpreted as a direct increase in profit because input costs, labor, packaging, distribution, and unsold products were not recorded in sufficient detail. This distinction is important for future feasibility studies. The social dimension is another important part of the village potential. Because the enterprise is organized through the PKK group, benefits can potentially be distributed among several members rather than concentrated in a single household. Collective production can also facilitate task specialization, such as raw-material preparation, processing, packaging, finance, and marketing. However, this potential will depend on clear role allocation and transparent financial arrangements within the group.

The environmental dimension should also be considered as the business expands. Poultry processing generates organic residues and packaging waste, while frozen products require electricity for storage. Although the available documentation does not provide measurements of waste volume or energy use, these issues should be included in future monitoring so that expansion does not create avoidable environmental burdens. Simple measures such as separating organic residues, minimizing packaging losses, maintaining freezer efficiency, and evaluating recyclable packaging options could be incorporated into the enterprise SOP. For future research, a longitudinal business dataset would substantially strengthen the evidence. At minimum, the group should record production volume per batch, raw-material cost, ingredient cost, packaging cost, labor cost, electricity and other overhead costs, selling price, number of units sold, unsold stock, repeat orders, and monthly net profit. These variables would allow calculation of product-level HPP, gross margin, break-even point, and return on working capital. Such evidence would move the assessment from a qualitative potential study toward a measurable business-feasibility analysis.

5. Conclusion

Lok Tuan Village has a promising foundation for developing a small-scale value-added poultry agroindustry. The principal potentials are the reported availability of 50–100 kg of chicken raw material per week, an organized PKK group with approximately 20 active members and basic processing skills, a diversified product portfolio of pentol, siomay, and nugget, access to appropriate processing technology, emerging digital marketing, and initial business formalization through an NIB. The documented development from irregular household processing to production at approximately twice per week indicates that these assets can be converted into more regular economic activity.

The potential is not yet equivalent to proven long-term business feasibility. Incomplete financial records, lack of quantified post-intervention production capacity, limited market-performance indicators, and halal certification still in process are important constraints. Future development and research should therefore focus on standardized production and food safety, detailed financial and HPP records, product-level profitability, customer and repeat-purchase data, market expansion, and the completion of applicable certification. These steps would provide stronger evidence for scaling the Lok Tuan poultry agroindustry beyond the current emerging group-enterprise stage.

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Conflict of Interest

The authors declare no conflict of interest.

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