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# Women-Led Rural Development through Local Institutions and Markets in the PURNAMA SUBANG Program

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**ABSTRACT**

Women-headed households may face overlapping constraints related to skills, market access, economic resources, and caregiving responsibilities. This study examined how the PURNAMA SUBANG Program integrated capability development, a community-based market platform, and local institutional support to strengthen the economic participation of 14 women-headed households in Compreng Village, Subang Regency, West Java. An evaluative case study used program social-mapping records, beneficiary documentation, activity records, photographs, interviews, focus group discussions, and qualitative before-and-after descriptions. The analysis proceeded through four stages: identifying baseline livelihood constraints, mapping program responses to those constraints, comparing documented conditions before and after participation, and interpreting the observed changes through a local-ecosystem framework. The manuscript should specify the study period, the composition and procedures of the interviews and focus group discussions, and the method used to verify income data. Program records indicated a shift from no independent productive income to additional monthly earnings of IDR 500,000–1,500,000 among the participating women, along with access to training, Warjos Purnama, and local institutional mentoring. Because the study did not include a comparison group, these outcomes should be interpreted as documented changes associated with program participation rather than as causal effects of the program. The available evidence primarily demonstrates expanded access to productive resources and observable economic gains, while changes in agency, household decision-making, and control over income were not directly measured. Overall, the case highlights the practical value of linking skills development, market access, and local institutional support in women-focused rural development.

## INTRODUCTION

Women-led rural development is shaped not only by individual skills but also by access to productive resources, institutions, markets, and opportunities for decision-making. Research on rural women's entrepreneurship shows that contextual barriers and collective relationships influence whether women can translate skills into viable economic activities (Semkunde et al., 2022), while evidence from Indonesia highlights the continuing influence of gender norms and unequal access to resources on women's economic participation (Qanti et al., 2022). The manuscript may be strengthened by adding current empirical statistics on women-headed households or rural women's economic participation if the journal requires quantitative global or national context. Compreng Village, Subang Regency, West Java, provides a relevant case

in which these constraints are reflected in everyday livelihood conditions (Efendy & Suryani, 2026; García Uceda et al., 2025; Tamatur et al., 2026) .

The broader local context includes agriculture, informal employment, and labor mobility, but the focal policy issue concerns women who head households and must meet family needs without a stable source of productive income. Studies of migration and changing gender roles in Indonesia indicate that women may assume greater household and agricultural responsibilities while access to productive resources and decision-making remains uneven (Nanda & Ghosh, 2025; Qanti et al., 2022). In Compreng Village, the central analytical question is therefore whether locally accessible economic opportunities can reduce practical barriers associated with limited income, restricted market access, and caregiving responsibilities.

An initial assessment identified 14 women-headed households that lacked both business-related skills and income from productive activities. Program documentation characterized their vulnerability in terms of limited access to entrepreneurial skills and marketing channels, weak business-management experience, dependence on domestic or irregular informal work, limited economic assets, and the absence of partner support for household needs. These challenges were compounded by the need to manage household and caregiving responsibilities independently, which reduced the time available for paid work, training participation, product development, and the pursuit of better employment or business opportunities.

These baseline constraints were multidimensional and could not be addressed through capital provision or training alone. The women required product-development and business-management capabilities, practical channels for reaching customers, and connections with institutions able to provide marketing and enterprise support. This pattern is consistent with research showing that women's groups and local social networks can help rural entrepreneurs navigate contextual barriers that isolated training interventions may not adequately address (Semkunde et al., 2022).

Caregiving responsibilities further shaped the feasibility of economic participation. Program documentation indicated that the focal women combined household provision with caregiving duties, which limited their time and mobility for employment, training, and enterprise development. Indonesian research similarly shows that gender norms and domestic responsibilities influence women's participation in economic decision-making and their access to productive resources (Qanti et al., 2022). A locally accessible market and support network is therefore analytically relevant because it may reduce travel and coordination barriers, although the study did not directly measure changes in time use (Kanth & Sinha, 2026; Nayak & Nayak, 2025; Shali Lasrado et al., 2025) .

Previous studies have emphasized different components of women's rural economic participation, including social and group relationships as mechanisms for navigating entrepreneurial barriers (Semkunde et al., 2022), financial and social capital in microenterprise development (Behera et al., 2025), and institutional arrangements and productive resources in women's empowerment and rural transformation (Rachmawati et al., 2026). The research gap in the present case lies in explaining how these elements operate together within a single local program pathway for women-headed households, particularly through the interaction of capability building, a community-based market platform, and institutional support

(Ameridyani et al., 2025; Putri et al., 2025; Shahzad et al., 2025). The novelty of the study therefore lies in its local-ecosystem interpretation of the PURNAMA SUBANG pathway rather than in a claim that training alone produced the observed outcomes. The study aimed to identify the livelihood constraints faced by the 14 focal women and examine how program activities were associated with documented changes in productive participation and income. Scientifically, the study contributes a case-based explanation of how resources, market access, and institutions interact, while practically, it may inform the design of locally accessible livelihood programs focused on women-headed households.

## METHOD

The study employed an evaluative case-study design focused on the women-headed-household component of the PURNAMA SUBANG Program in Compreng Village, Compreng District, Subang Regency, West Java. The study population consisted of 14 women-headed households identified through the program's initial social mapping, and all 14 women were purposively selected as the primary informants because they were the focal beneficiaries. Data sources included beneficiary registration and social-assessment records, program implementation records, training attendance records, stakeholder-engagement documentation, photographs, before-and-after program records, interviews, and focus group discussions. The manuscript should report the study period, relevant participant characteristics, the composition of interview and focus group participants, and the applicable consent and ethical procedures.

Interviews and focus group discussions were used to contextualize program records and beneficiary experiences, while documentary review was used to trace baseline conditions, program activities, and recorded outcomes. Because the available material did not include direct participant quotations or detailed thematic coding procedures, qualitative interpretations were limited to the evidence documented in the program records and narrative descriptions. The manuscript should also clarify the procedures used for data validation or triangulation, the approach to qualitative coding, confidentiality protections, and the method used to verify the reported monthly income range of IDR 500,000–1,500,000.

The analysis proceeded in four stages. First, baseline data were reviewed to identify constraints related to income, business capability, market access, caregiving responsibilities, assets, and institutional support. Second, program activities were mapped to the corresponding baseline constraints. Third, documented conditions before and after participation were compared across the same dimensions, with particular attention to whether newly acquired skills were connected to opportunities for production and sales. Fourth, the observed pattern was interpreted through a local-ecosystem framework linking capability development, market access, institutional relationships, and mentoring. The analysis was descriptive and evaluative; because the study did not include a comparison group or counterfactual design, the observed changes were interpreted as associated with program participation rather than as causal effects of the program.

## RESULTS AND DISCUSSION

### The Local Problem Configuration

The women-focused pathway in the PURNAMA SUBANG Program responded to a baseline configuration documented in the program’s social mapping. Fourteen women-headed

households were recorded as having no independent productive income, limited business skills and experience, restricted access to marketing channels and business-support networks, and substantial household responsibilities. These conditions are treated as the documented baseline for the case rather than as a statistically representative profile of women-headed households beyond the program group.

*[DATA PENULIS DIPERLUKAN: add representative anonymized interview/FGD themes or quotations to substantiate beneficiary perspectives; the current manuscript mainly reports program documentation and descriptive summaries.]*

The time constraints were also a major challenge. The women were described as carrying household and care responsibilities while also being expected to generate income. The study shows that these responsibilities reduce the time available to work, attend training, employment searching, or develop a business. Their situation was therefore a combination of economic and practical constraints, absence of productive income, limited business capability, weak access to markets, limited economic assets, and limited time to pursue other livelihood opportunities. These conditions indicate that conventional training approach would not be sufficient to address the economic situation for this group.

**Table 1.** Concrete livelihood constraints and corresponding program responses identified in the PURNAMA SUBANG social mapping

| Identified Problem | Condition before intervention | Implication for women | Program response |
|---|---|---|---|
| Income security | No income from independent productive activity, reliance mainly on domestic or irregular informal work | Unstable income to meet household needs | Business support and access to local income-generating activities. |
| Business capability | No business skills and limited experience in managing a business | Difficulty developing products, managing production, and running a business | MSME training in product development, business management, and marketing |
| Market access | No adequate marketing channel and limited connections to buyers | Difficulty in turning the product and skills into sales | Warjos Purnama provided a community-based channel for marketing products. |
| Care and time | Household provision and caregiving carried by the women themselves | Limited time available for training, employment, and business development | Community-based economic activities that reduce travel and access barriers |
| Assets and institutional support | Limited economic assets and limited access to business support networks | Difficulty accessing resources, networks, and business assistance | Collaboration with PKK at the village and subdistrict level, Koperasi Produsen Purnama Mandiri Berdaya Compreng, and local MSMEs |

*Source: PURNAMA SUBANG Program social-mapping records.*

**Implementation of the Program**

Program activities were aligned with the baseline constraints as a connected pathway. MSME training addressed product development, small-business management, and marketing capability, while Warjos Purnama functioned as a local interface through which products could be displayed and marketed. The value of this arrangement is analytical rather than merely programmatic: it links capability acquisition with a practical opportunity to test and use those capabilities in the local economy.



**Figure 1.** Gender-vulnerable woman-led households and MSME training
*Source: PURNAMA SUBANG Program documentation.*

Institutional relationships extended this pathway beyond training and market space. Program documentation records collaboration with PKK at village and subdistrict levels, the Koperasi Produsen Purnama Mandiri Berdaya Compreng supported by PT Pertamina EP Zona 7 Subang Field, and local MSMEs for marketing and business-capital mentoring. This configuration is consistent with evidence that collective organizations and social relationships can help women navigate contextual barriers to rural entrepreneurship (Semkunde et al., 2022), although the manuscript does not quantify the separate contribution of each institution.

**Economic Outcome**

The most concrete documented economic change concerns productive income. Program records describe the 14 focal women as having no independent productive income at baseline and later report additional monthly earnings of IDR 500,000–1,500,000 after participation in the women-focused pathway. This range should be interpreted as a program-recorded outcome rather than as a causal impact estimate because no comparison group was used. [DATA PENULIS DIPERLUKAN: provide the observation period, individual-level distribution or summary statistics, source and verification method for the income values, and information on whether the reported earnings were sustained over time.]

**Increased Participation in Local Economic Activities**

The documented change also involved participation in productive activities. Women who previously lacked a stable enterprise base gained opportunities to develop products, manage small-scale business activities, and market outputs through a community market interface. The available evidence therefore supports a shift in observable economic participation, but it does not directly measure control over income, changes in household decision-making, or allocation of time between paid work and care.

Kabeer's distinction among resources, agency, and achievements provides a useful boundary for interpretation (Kabeer, 1999). Training, mentoring, market access, and institutional links represent expanded resources; participation in production and the reported income range represent observable achievements. Agency, however, was not directly measured through decision-making power, control over earnings, bargaining, or time allocation. The findings therefore support claims about access to resources and economic achievements more strongly than claims about changes in women's agency or empowerment as a whole.

**Institutional Relationships and Continuity of the Women's Economic Pathway**

Continuity in the women's economic pathway depended on support beyond the training event. Links with PKK, the local cooperative, and MSMEs provided routes to marketing, mentoring, and business-capital support. This institutional layer matters because the baseline problem was not only a skills deficit but also weak access to organizations and networks. In analytical terms, the program connected individual capability with collective resources, a mechanism that helps explain how training could be translated into productive activity.

The women-focused pathway also sat within the wider PURNAMA SUBANG program, which included market infrastructure, community groups, learning activities, social services, and local-enterprise initiatives. These surrounding activities created opportunities for interaction and knowledge exchange, but the present study does not isolate their individual effects. They are therefore interpreted as elements of an enabling local environment rather than as independently evaluated interventions.

**The Local Ecosystem as the Mechanism of Women-Led Rural Development**

The case suggests a sequential local-ecosystem mechanism: baseline vulnerability was followed by enterprise-capability development, access to a local market interface, institutional support, productive activity, and reported income. Each component corresponds to a constraint identified in the social mapping. The mechanism is plausible because training alone would have limited practical value without a route to buyers, while market access would be difficult to use without products, business capability, and institutional support. The study documents the presence of these connected elements but does not estimate the independent effect of each component.




**Figure 2.** Pathway to greater economic participation by women-led household
*Source: Authors' analysis based on PURNAMA SUBANG Program records.*

The Purnama Subang program simultaneously developed market infrastructure, local enterprise groups, environmental initiatives, social services, and learning spaces. This configuration matters because rural development outcomes often depend on the interaction of multiple forms of capital. In this case, women's economic participation was supported by human capital from training, social capital from local organizations and networks, physical or infrastructural capital from shared market facilities, and financial support through business mentoring and capital access.

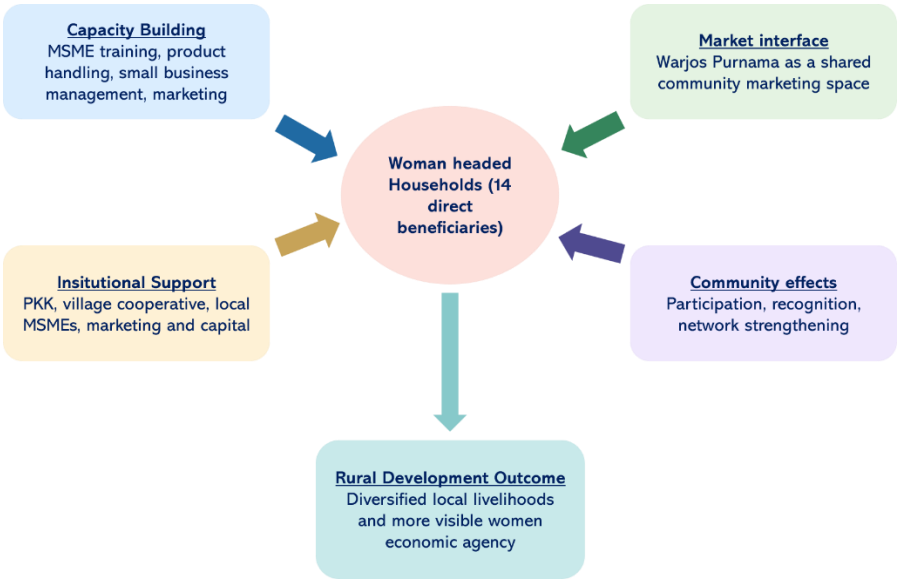


**Figure 3.** Women-centered rural development ecosystem created through the combination of skills, market infrastructure, institutional support, and community networks.
*Source: Authors' analysis based on PURNAMA SUBANG Program records.*

**Table 2.** Documented changes for the women-headed household group

| Dimension | Before intervention | Program response | Reported change |
|---|---|---|---|
| Income security | No independent productive income | MSME training, enterprise support, and market access | 14 women reported additional income of IDR 500,000–1,500,000/month |
| Business capability | Limited business skills and experience | Product development, small-business management, and marketing training | 14 women participated in the women-focused training program |
| Market access | Limited access to suitable marketing channels | Products connected to Warjos Purnama as a community market interface | Women gained a local channel to promote and sell their products |
| Institutional connectivity | Limited access to business-support networks | Collaboration with PKK at village and subdistrict level, Koperasi Produsen Purnama Mandiri Berdaya Compreng supported by PT Pertamina EP Zona 7 Subang Field, local MSMEs | 14 women received marketing and business-capital mentoring |
| Economic participation | Limited involvement in productive economic activities | Opportunity to manage productive activity and market outputs locally | Women became visible as producers and sellers in the local economy |

*Source: PURNAMA SUBANG Program records and authors' analysis.*

## The Main Problem was the Opportunity Structure

The analytical contribution of the case is the shift from viewing training as a stand-alone intervention to viewing opportunity structure as the central problem. The 14 women faced interconnected constraints involving skills, productive income, market access, economic assets, institutional links, and care responsibilities. PURNAMA SUBANG addressed these

constraints through a combination of training, market access, and institutional support. The observed outcomes are therefore best interpreted as emerging within a connected local system rather than as the result of any single activity.

This interpretation is consistent with Kabeer's resources-agency-achievements framework, which emphasizes that outcomes depend on the conditions that enable people to act (Kabeer, 2002), and with community-based enterprise perspectives that stress shared local resources and collective organization (Peredo & Chrisman, 2006). In this case, program records document additional resources and achievements, but they provide insufficient evidence to conclude that household bargaining power or decision-making agency changed.

**Market Access as the Missing Link Between Skills and Economic Outcomes**

Market access was a specific baseline barrier because the women had limited routes to buyers. Warjos Purnama addressed this constraint by providing a local place to display and sell products, linking production and marketing within the community. This arrangement is consistent with studies showing that collective organization and social and financial capital can support women's rural enterprise development (Behera et al., 2025; Nasrolahi Vosta & Reza Jalilvand, 2014; Semkunde et al., 2022). The evidence in this case supports the existence of the market-access pathway, although sales volumes, customer counts, and market-channel performance were not measured.

Warjos Purnama can therefore be interpreted as a local market interface rather than simply a physical facility. Its practical relevance lies in reducing distance between producers, buyers, and supporting organizations and in creating a shared location where learning can be connected to sales activity. This interpretation is consistent with the community-based enterprise concept in which shared local resources support individual activity and wider community development (Peredo & Chrisman, 2006).

**Institutional Collaboration Reduced Isolation**

Collaboration with PKK at village and subdistrict levels, the Koperasi Produsen Purnama Mandiri Berdaya Compreng, and local MSMEs addressed the baseline isolation from business-support networks. These organizations created links to marketing, mentoring, and business-capital support. The result is consistent with literature emphasizing that local institutions and social networks can enable or constrain women's participation in rural economic activities (Rachmawati et al., 2026).

Comparative Indonesian literature helps clarify this mechanism. (Annida Mardhotillah & Tubagus Furqon Sofhani, 2024) show that community-based enterprises are strengthened by internal social capital, leadership, and external institutional support, while (Yuniarto, 2018) emphasizes knowledge, networks, and local infrastructure in economic reintegration. The PURNAMA SUBANG case extends this logic to women-headed households whose constraints were local and gendered, but the present evidence remains case-specific and should not be generalized beyond similar contexts without further study.

**Gender, Care Responsibilities, and Local Economic Opportunities**

Household and care responsibilities are central to the feasibility of women's economic participation because they can constrain time and mobility. Community-based marketing and local institutional support may reduce some practical access barriers by bringing production, marketing, and assistance closer to women's communities. However, the study did not measure

time use, care burdens, or mobility before and after participation, so the extent of this mechanism remains an interpretation that should be tested in future research.

Research from West Java indicates that women can participate in household economic decisions through agricultural and marketing activities even when gendered divisions of labor persist (Hanifah et al., 2026). This comparison suggests a potential link between economic participation and agency, but the current case does not measure decision-making power directly. Its strongest evidence concerns the visibility of women as producers and sellers and their access to local economic resources.

**Local Rural Development**

The local-development relevance of the program lies in connecting individual productive activity with shared market infrastructure, local organizations, and mentoring. The reported income change is important, but the broader analytical result is the pathway through which skills could be used: women were connected to a market interface and institutional support rather than being left to translate training into enterprise activity independently. This is consistent with community-based enterprise perspectives in which local economic and social resources interact (Peredo & Chrisman, 2006).

The wider program also created opportunities for knowledge sharing and participation through community groups, learning activities, and local-enterprise initiatives. Program documentation indicates that practices and participation expanded over time, but the manuscript does not provide a longitudinal evaluation of replication quality or sustained outcomes. These activities are therefore treated as contextual support for the local ecosystem rather than as independently verified impacts.

## CONCLUSION

This evaluative case study showed that the economic pathway of 14 women-headed households in Compreng Village was structured around a combination of capability development, market access, and local institutional support. Program social mapping identified limited business skills, the absence of independent productive income, restricted marketing access, limited economic resources, and substantial household responsibilities. The program linked micro, small, and medium enterprise (MSME) training and product development with Warjos Purnama as a local market platform, together with support from Pemberdayaan dan Kesejahteraan Keluarga (PKK), Koperasi Produsen Purnama Mandiri Berdaya Compreng, and local MSMEs for marketing and business-capital mentoring. Program records subsequently documented additional monthly earnings of IDR 500,000–1,500,000 among the focal women. Because the study did not include a comparison group, this outcome was interpreted as a documented change associated with program participation rather than as a causal estimate of program impact. The scientific contribution of the study lies in its case-based explanation of how skills, markets, and institutions can operate as an interconnected local opportunity structure.

From a practical perspective, the case supports rural development programs that connect training with accessible market channels and sustained local mentoring rather than treating capacity building as a stand-alone intervention. Several important limitations remain: the study involved only 14 beneficiaries in a single village; the research period and detailed interview and focus group discussion procedures were not fully reported; the reported income range

lacked individual-level distribution, verification procedures, and evidence of sustainability; and changes in agency, control over income, household decision-making, and time allocation were not directly measured. Future research should provide more transparent qualitative evidence, verify income changes longitudinally, compare participating and nonparticipating groups where feasible, and assess both economic outcomes and agency-related indicators to determine whether the documented pathway contributes to sustained empowerment.

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