

WOMANPRENEUR: INCREASING WOMEN'S ROLE IN FAMILY ECONOMIC RESILIENCE IN WONOLELO DISTRICT, BANTUL

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ABSTRACT

Abstract

Family economic resilience is one aspect that is often seen as an indicator of family resilience. This service activity carried out by cross-departmental lecturers consisting of the Faculty of Engineering and the Faculty of Economics at UNY aims to increase the capacity of women entrepreneurs in contributing to family income. The activity will be held in July 2023 with 25 members of the Women's Farmers Group participating. Activities are carried out by providing training on product diversification and digital marketing. To see the impact of the activities carried out, participants were given an activity evaluation sheet to measure the achievement of the activity objectives. The activity method is carried out by lectures, discussions and training. Indicators of the success of the activity can be seen from the evaluation carried out by the service team in the form of filling out questionnaires by the participants. The collected data was analyzed using descriptive statistics. The results of data analysis illustrate that service activities are able to provide motivation for entrepreneurship, increase cooperation with MSME members, are able to foster independence in entrepreneurship, activities are able to increase creativity for production, and encourage increased insight into the future related to product processing and digital marketing.

Kata Kunci: *economic resilience, womanpreneur, product diversification, digital marketing*