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Women Empowerment in Indonesia's South Kalimantan Floating Market

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Abstract: This study aims to investigate the shaping factors in the variables Women empowerment. The study was conducted on female workers at a floating market in South Kalimantan, Indonesia, 133 female traders. The research design is descriptive quantitative, using SEM analysis of loading factors to determine the indicators forming the variables of women's empowerment. The results of this study indicate that the five indicators built in this study can form women's empowerment variables, namely, welfare, access, critical state of awareness, participation, and control. Among the five indicators observed in this study, the participation indicator is superior in reflecting the latent variables of women's empowerment.

Keywords: Women's empowerment, floating markets, women traders, gender.

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INTRODUCTION

Sustainable Development Goals are the 2030 Sustainable Development Agenda in which there are 17 Sustainable Development goals for a better future of the world. The preparation of the SDGs is based on the Millennium Development Goals (MDGs), which ended in 2015 and have brought change and progress (Triatmanto & Malang, 2019) [1]. Human resources as beneficiaries of the implementation of development often face problems related to disparities in the beneficiaries of development between regions. The cause of this is a generalized view of the state of human resources, which are the targets of development. As a result, there is an omission in identifying needs and realities, and there are still gaps in gaining access, the ability to participate, and the ability to take control in policymaking. This impacts the uneven distribution of human resources (men and women) in benefiting from development (Bexell & Jönsson, 2017) [2].

In the last few decades, human capital as a driver of economic growth has become the primary strategy in development in various countries. The development of a region cannot be separated from the quality of human resources that inhabit the region. This shows that regional development is determined by the extent to which the quality of humans who build the region (Triatmanto *et al.*, 2014) [3]. This requires measurable indicators to see how far the quality of a region's development is. Since 1990, the United Nations Development Program (UNDP) has issued a human

Development Report (HDR) to develop indicators to measure a region's human development quality. This indicator became known as the Human Development Index (HDI)/ Human Development Index (Engineer, Merwan, Ian King, 2008; Wang *et al.*, 2018) [4].

Then the HDI, which only describes the quality of human development in general, needs to be sorted out, especially development actors who are men and women. Therefore, in 1995, UNDP issued two new indicators, namely the Gender Development Index (GDI) and the Gender Empowerment Index (GEI), which better describe the quality of each development actor, both male and female. This index then explains in more detail whether men or women have participated, have access, receive benefits, and have control over development.

The Women's Empowerment Index (WEI) is used to look more specifically at women's participation in development. The indicators contained in the GEI are women's participation in the legislature, women's participation as managers, professionals, administrative, technical personnel who have decision-making authority, and the contribution of women's work income in the family (Gamlath, 2013; March *et al.*, 2005) [5].

The Human Development Index (HDI) of South Kalimantan Province is 69.65 (medium category), and the labor force participation rate is 70.06%. Meanwhile, the population reached 4.1 million

people with a composition of 2,089,422 men and 2,030,372 women. In several indicators, South Kalimantan Province is below the national average; this shows that human resource development in this province still needs to be improved in order to be able to improve regional development performance. The human development of South Kalimantan Province is still in the medium category but has shown a significant increase because it has almost entered the high category in 2017, which is 69.65. To evaluate the results of the development of a gender perspective, several indicators are used, including the Gender Development Index (GDI) and the Gender Empowerment Index (GEI) (Al-dajani & Marlow, 2013; Tifferet & Herstein, 2012) [6]. GPI figures describe the gap or gap in human development between men and women.

Some of the indicators used in the GPI analysis are life expectancy, the average length of schooling, expected years of schooling, and income. Meanwhile, GEI measures equality in political participation and gender empowerment in the economy. Then to answer the issue of the gender gap, the Government of the Republic of Indonesia has long launched a development strategy known as Gender Mainstreaming (GM) in National Development through Presidential Instruction (Inpres) No. 9 of 2000, which through PUG is expected to be integrated into experiences, aspirations, needs, and problems of men and women in planning, implementation, monitoring and evaluation of all policies, program activities in various fields of development life in the context of realizing Gender Equality and Justice (GEJ).

The GEJ, which is the goal of the GM strategy, has an inseparable relationship with the agenda SDGs whose primary targets are achieving gender equality and empowering mothers and women. We are empowering women as one of the entry women out of poverty which is the first target of the points for SDGs, namely no poverty in all its forms throughout the world. Eliminating gender-based violence as one of the priority points for gender equality in the framework SDGs can be encouraged through economic empowerment efforts.

The participation of women traders in the floating market to meet the demands and needs of the community and traders' families. The routine activities carried out by women floating market traders have been carried out for generations. The culture and work ethic they show is influenced by some values and religious beliefs that guide their lives so that they are then formed strongly and become their identity or character in working and interpreting work.

Empowerment activities are a series of processes that are carried out in stages within the organization. In order to be achieved optimally and to build awareness, commitment to the organization is needed (Goals, 2018; Triatmanto *et al.*, 2015) [7]. The

good or bad of empowering small businesses is primarily determined by the success of the organization's development. The more empowered the small business will be if the organizational development process is more perfect. The concept of women's development empowerment (women empowerment criteria or women development criteria) was introduced by Longwe (1990), which is known as Longwe's technical analysis using 5 indicators, namely; well-being, access, critical awareness, participation, and control (March *et al.*, 2005) [8]. This Longwe concept was then used by Grace (2001) who researched women's empowerment and its impact on development programs in Uganda-Africa (Finlayson & Roy, 2019) [9]. Other research says that women who can participate and have control affect women's empowerment activities in development (Kovalainen & sterberg-Högstedt, 2013; Tifferet & Herstein, 2012) [10].

Empowerment is the transformation of power relations between men and women at four different levels: family, community, market, and state. The position of women will improve only when women can be independent and able to control the decisions related to their lives. There are two characteristics of women's empowerment. First, as a reflection of emancipatory interests that encourage people to participate collectively in development. Second, as a process of involving individuals or communities in the process of enlightenment, awareness, and collective organization to participate. The empowerment of women is more emphasized to increase entrepreneurial motivation so that they can manage businesses. Entrepreneurial motivation is the first and foremost aspect that must be given to students through the education and training process to create an entrepreneurial community. This entrepreneurial motivation is seen as the foundation for someone who intends to become an entrepreneur. Entrepreneurship is one of the best ways to develop the available resources to achieve a better quality of life. After the empowerment activities are carried out, it is highly expected that there will be a spirit for independence through entrepreneurial activities. The character, nature, spirit, and values of entrepreneurship appear in the form of entrepreneurial behavior. "Entrepreneurship" suggests that there are 6 (six) entrepreneurial attitudes, namely: (1) Self Confidence, (2) Task and Result Oriented, (3) Courage to Take Risks, (4) Leadership, (5) Future-Oriented, and (6) Originality (Meredith, 2002) [14].

The choice of women to engage in economic activities is fascinating. Working women have great potential in the informal sector in addition to their role in the household. In economic activities, women are involved in various fields of work, from agriculture and trade to society. The reality in life activities is that women dominate the public sector, especially in the informal sector, as small traders. The empowerment of women in the Floating Market tourist area has impacted

the lives of women themselves, both socially and economically.

Women's empowerment in tourism activities can be divided into psychological empowerment, social empowerment, and political empowerment. Empowerment Psychological can be seen from the community's sense of pride in tourist destinations in their homes. The arrival of tourists in their homes to see the uniqueness of the culture is a source of pride for the people who live there. Social empowerment can be seen from unique opportunities to be involved in tourism activities. Communities usually work together to meet the needs of tourists. Women who were initially only at home can work in the tourism sector, providing for the needs of tourists. Political empowerment is marked by opening community opportunities in making decisions related to tourism activities.

The involvement of women in activities business in the tourism sector also benefits regional tourism activities both culturally and socio-economically. The participation of women in tourism activities will encourage the realization of gender equality and justice in family life. The development of harmonious partnerships between men and women in the family will also occur to create gender equality and justice and increase women's access and independence.

Women in the Lok Baintan Floating Market play a vital role in tourism activities. Women in the Lok Baintan Floating Market are actors in tourism activities. Women act as traders, collectors of merchandise, and farmers. Trading is the main occupation of women in the Lok Baintan area. They trade from after dawn until around 10 am. An interesting phenomenon in the field shows that although women traders are far more numerous or dominant in carrying out activities trading at the Floating Market, they still use non-engined boats known as Jukung while male traders mostly use engine boats with a larger size. Women traders also only sell agricultural, plantation, and fishery products (fresh vegetables, fresh fruits, wet and dry fish).

In contrast, male traders who use motorized and large boats sell necessities (rice, oil, etc.), fried food, etc.) as well as clothing products such as clothing and grocery (buckets, pots, pans, etc.) as well as food stalls on machine boats selling Soto Banjar, yellow rice, etc. So from the aspect of business capital and business assets and profits, it can be seen if female traders have business capital and business assets and business profits/profits are more minor than male traders. Based on the phenomenon above, it is essential to strengthening the economy through women's empowerment, including by maximizing the potential of women to move the wheels of the economy. Empowered women, especially in the economic field, play an essential role in family resilience. The female character of a floating market trader who has a good

work ethic, is independent, and never gives up can undoubtedly be the primary capital to become a successful and empowered entrepreneur, especially in the current digital era.

Based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) article 6, the women traders in the Floating Market are categorized as having Micro and Small Businesses. The performance of micro and medium enterprises (MSMEs) has a vital and strategic role in Indonesia's economic development activities. According to 2018 Central Statistics Agency (BPS) data, the number of MSME actors in Indonesia reached 62,922,617 business units.

This Floating Market is a national tourism destination and the Province of South Kalimantan in particular, so maintaining the sustainability of traders requires a strategy in maximizing the performance of the trading business. Therefore, it is exciting and essential to know more deeply about the Influence of Women's Empowerment on Traders' Performance through Human Relations and Entrepreneurial Orientation of Women Traders Floating Markets in South Kalimantan to be investigated in a Human Resource Management study. This study aims to describe the variables forming women's empowerment by utilizing the analysis.

The Women Empowerment Approach

The concept of empowerment for women's development (Women empowerment criteria or Women Development Criteria) was pioneered by Sara Hlupekile Longwe (Sara Longwe), better known as the Longwe analysis technique. This analysis technique is used as a method of empowering women, in this technique has five criteria, namely, well-being, access, critical awareness, participation, and control (March *et al.*, 2005) [8].

Longwe developed the concept of women's empowerment or the Longwe framework, born in 1990. This gender analysis framework helps planners understand the practical meaning of women's empowerment and women's equality and then evaluates whether development initiatives support these empowerment activities (Cunningham, 1999; Hannon, 2019) [11]. Empowerment becomes very important at each of these levels. Welfare addresses basic needs, and access discusses using resources such as credit, land, and education (Finlayson & Roy, 2019) [9]. Critical awareness discusses how to cultivate a critical attitude and reject a subordinated perspective on women.

Longwe's Pyramid of Empowerment shows that each dimension moves upward from one stage to the next. This shows the achievement of women's empowerment aspects in participating in a development program. Longwe Empowerment Analysis is also used

at every stage of the project cycle and evaluation of development programs and looks at the degree of sensitivity to women's issues, namely by assessing negative, neutral, or positive (March *et al.*, 2005) [8].

Negative means the project's objective without linking women's issues; Neutral means that women's issues have been seen but not raised and addressed, and that project interventions do not have a positive or negative impact on women, whereas; Positive means that the project objectives are truly positive. Paying attention to women's issues and addressing them so as to improve the position of women relative to men.

Cooperation between international organizations, communities, and individuals is needed so that women can move and act (Goals, 2018; Sen & Mukherjee, 2014) [12]. In addition, a sustainable long-term plan is also needed for the women's empowerment program to be successful. A leader, whatever his level, actually has that empowerment ability but may never use it. Maybe because they never realized that they could do that. So empowerment increases managers' success by giving power to others (Hannon, 2019; Limpanitgul *et al.*, 2017) [13]. In addition, empowerment will not work miracles but will show a way to achieve better results than what has been done so long as we are willing to try and continue to perfect it. Thus, empowerment is one of the strategies to improve human resources by giving them responsibility and authority to those who might be expected to enable them to achieve performance higher in an era of ever-changing (Abu Talib *et al.*, 2018; Adamson & Bromiley, 2013; Markantoni *et al.*, 2018) [14].

Model, The empowerment model is a series of processes that are carried out in stages in the organization so that it can be achieved optimally and build awareness of organizational members about the importance of the empowerment process so that there is a need for commitment from members to the organization (Sen & Mukherjee, 2014; Visone, 2018) [15]. By giving authority and responsibility, it will lead to employee motivation and commitment to the organization. Empowerment (women) is one of the activities within the participatory development framework (Mahmud *et al.*, 2012) [16]. Participatory development is the development that allows fostering community creativity in development in an area or its environment.

Furthermore, the Longwe Framework/"Empowerment" Framework focuses directly on creating a situation/conditioning in which the problems of inequality, discrimination, and subordination are resolved. Longwe creates a path to reach the level of empowerment and equality (equality), which indicated that the fulfillment of basic needs-practical women was never equal to, and equal empowerment (Cunningham, 1999; Haryono *et al.*,

2019; Triatmanto & Natsir, 2019) [17]. Decision-making (control) is the culmination of empowerment and equality (equality). ([Http://www.undp.org/gender](http://www.undp.org/gender)).

Kabir, who was previously a lecturer at the Institute of Development Studies, Sussex-UK, introduced the "Social Relations" Analysis Framework (See *Reversed Realities: Gender Hierarchies in Development*, Verso, 1994). The purpose of this framework is to: first, analyze the existing gender inequality in the distribution of resources, responsibilities, and power. Second, analyze the relationship between people, their relationship with resources, activities, and their position through an institutional lens. Third, emphasize human well-being as the primary goal in development (Charlesworth & Baird, 2007; Engineer, Merwan, Ian King, 2008; Rai *et al.*, 2019) [18].

This framework is based on the idea that the goal of development is human welfare, which consists of survival, security, and autonomy. Production is seen in the market and the reproduction of labor, activities subsistence, and environmental concerns. Stating that empowerment as a concept with theoretical and practical potential becomes more than an empty slogan, he feels the need to deconstruct the idea of power to consider empowerment because empowerment strategies must be built from within human resources so that they can set agendas and make decisions (Limpanitgul *et al.*, 2017; Triatmanto *et al.*, 2019) [13]. That power requires recognition, experience, and analysis in issues subordinate to women, and it can be obtained not from gifts but generated by women themselves (Charlesworth & Baird, 2007; Mohammad Mafizur Rahman, Rasheda Khanam, 2016) [19]. The development of this theory in Indonesia is known as the Gender Mainstreaming Strategy (PUG), which integrates men and women's experiences, aspirations, needs, and problems in planning, implementation, monitoring, and evaluation of all policies. Program activities in various fields of development life in realizing Gender Equality and Justice (KKG). Indicators include access, participation, control, and benefits of human resources for both men and women to all aspects of national development (March *et al.*, 2005) [8].

In another study using the empowerment theory proposed by Longwe, it was found that cultural stereotypes, unequal access to education, and inadequate capital have influenced women's entrepreneurship and empowerment (Klyver, 2011; Sen & Mukherjee, 2014) [20]. Given this, the study recommends that the government empower women through education and skills to start a business/business.

Women's empowerment is a process of awareness and capacity building for greater participation, greater power, and oversight of decision-

making and transformational action to produce greater equality between women and men (Al-Dajani & Marlow, 2007 & 2013). Empowerment is the transformation of power relations between men and women at four different levels: family, community, market, and state. The position of women will improve only when women can be independent and able to control the decisions related to their lives (Mahmud *et al.*, 2012) [16].

In Indonesia, concern for the existence of women is based on the Presidential Instruction of the Republic of Indonesia Number 9 of 2000 concerning "Gender Mainstreaming in National Development." The gender mainstreaming strategy (PUG) aims to achieve gender equality and justice through policies and programs that take into account the experiences, aspirations, needs, and problems of women and men in all policies in various fields of life and development. The strengthening from the government can be said to give light about the necessity of stakeholders not to ignore the position of women in every development activity. The main task of the activists for increasing women's equality is to study and then improve the way women think of themselves so that they are willing to change.

RESEARCH METHODS

This research design is included in descriptive and quantitative research, so this research design starts by describing the variables of women's empowerment and the factors that make up these variables. The approach in this research is quantitative. Based on data collection techniques, this study uses quantitative data collection techniques, using questionnaires and literature study. Data collection in this study used a survey, namely coming directly to the research location and then taking a sample from the population using a questionnaire/questionnaire as a data collection medium. At the same time, the object of analysis was the female trader of the Floating Market in South Kalimantan.

The analytical technique used is Structural Equation Modeling (SEM) which is operated through the AMOS program. It is expected to predict the magnitude of variation and the relationship's form and determine the direction and magnitude of the influence between endogenous and exogenous variables. Thus, this research is a quantitative research design.

The population (N) in this study were the women traders of the floating market in South Kalimantan, which amounted to 200 (two hundred) female traders of the floating market in South Kalimantan spread over 3 locations, namely Kuin Alalak (Banjarmasin City), Siring Tendean (Banjarmasin City) and Lok Baintan (Banjar Regency). Determination of the sample for this research is using the Slovin formula (Sanusi, 2011; 101) [30], which is 133 women traders in the floating market. Thus the retrieval technique uses Simple Random Sampling.

The analysis technique performed by descriptive analysis will describe the highest, lowest, and average values of each variable using the method descriptive statistics. Quantitative analysis was performed using the analysis technique Structural Equation Model (SEM) using the AMOS (program package analysis of Moment Structure) version 22.0. The use of the SEM method is to determine the causality of the observed variables or constructs and the magnitude of each component (indicator) that contributes to the formation of the construct.

RESULTS AND DISCUSSION

Measuring the level of support of the indicators on the latent variable using confirmatory factor analysis. There are four latent variables and nineteen research indicators in the structural model building, consisting of 1 (one) exogenous construct with 15 observed and two endogenous constructs with 43 observed. Determining the value of factor loading in structural modeling is done using the AMOS program. Whatever the results of the value factor loading on the construct of women's empowerment are as follows:

Table 1: Factor Loading Value of Women's Empowerment Variable

No.	Variable	Indicator	Estimate
1.	Women's Empowerment (X1)	Welfare(X1.1)	0.739
		Access (X1.2)	0.738
		Critical Condition or resuscitation (X1.3)	0.679
		Participation (X1.4)	0.838
		Control (X1.5)	0.669

Source: Primary data is processed in 2021

Table shows that the indicator of each variable formed by women's empowerment has a factor loading value more significant than the cut-off value of 0.5. This means that each tested indicator can reflect the latent variable. The results of the evaluation of the

factor loading value for each latent variable are as follows.

Five indicators form the variable of women's empowerment: the welfare of 0.739, access of 0.738, critical Condition or awareness of 0.679, participation of 0.838, and control of 0.669. The table above shows

that the value of factor loading the participation indicator is greater than the indicator of welfare, access, critical Condition, or awareness and control. This situation shows that participation indicators are superior in reflecting the latent variables of women's empowerment.

According to the results of the SEM assumption test that has been done, it is proven that the data studied usually are distributed, and the data also does not have outliers and multicollinearity problems. Therefore, it can be said that this observation data is

feasible to be tested on a structural model that will be processed using the AMOS (Analysis of Moment Structures) program. The results of the comprehensive research structural model test.

It can whether or not the structural equation model is accepted then have to compare the value goodness of fit generated by the goodness of fit is recommended. The goodness of fit indices value generated by this structural equation model is as shown in the following table.

Table 2: Test Results Goodness of Fit Structural Equation Model

Goodness of fit indices	Results	Cut-off value	Evaluation of Model
X ² Chi Square (df =147 ; = 0.001)	168.925	Chi Square _{table} (α=0.001;DF-147) = 205.73.	Good
Probability (p)	104	≥ 0:05	Good
CMIN / DF	1.149	≤ 2:00	Good
RMSEA,	034	≤ 0:08	Good
GFI,	883	≥ 0.90	Good
TLI,	982	≥ 0.95	Good

Source: Primary data is processed in 2021.

Table informs the results of testing the structural model study that the value Chi-Square and probability meet the requirements according to the recommended criteria, namely the value Chi Square calculated < Chi-Square_{table} or (168.925<205.73 with a probability level of 104> ≥ 0:05. Further incremental value also shows the value of eligible value of cut off as CMIN / DF (1.149 ≤ 2:00), RMSEA (, 034 ≤ 0:08), GFI (.883 ≥ 0.90), TLI (.982 0.95). Thus, the structural model of the research built can be accepted and can then be used to analyze the influence between research variables which aims to test the research hypothesis.

DISCUSSION

Women's empowerment is measured by welfare, access, critical Condition or awareness, participation, and control. The results show that participation has a high perception of women's empowerment. According to the respondents' understanding, the empowerment of women traders is more oriented to participation which is reflected in the ability of women traders to be involved/ participated in meeting basic needs and determining business development and commodities effort. This is by the opinion that stated that Women's Empowerment is a series of processes that aim to provide strength/power to a person or group of women to increase their knowledge and skills in preparing for the future (Fukuda-Parr, 2016; March et al., 2005) [21] so that women can participate, take control and benefit from development activities. The measurements used in this study proved that the five measurement indicators of women's empowerment stated by Longwe (March et al., 2005) [8] and can be applied to the women traders of the Floating Market in South Kalimantan. Empowerment of women traders is more oriented to

participation where the ability to be involved in meeting basic needs and being directly involved in determining commodities and developing trading businesses is a significant factor in empowering women.

CONCLUSIONS

Participation in the primary shaper of women's empowerment is reflected in the ability of women traders to be involved in meeting basic needs and determining business development and business commodities so that participation becomes one of the critical factors in supporting women's empowerment.

Empowerment of women can improve the human relations of female traders, which is reflected by the ability of mental readiness in carrying out dual roles in the domestic and public environment, and there is still a need for improvement in the importance of the need for cooperation, emotional control and cultural background in interacting with consumers, fellow traders and related parties. (government/private), the family environment faces the challenges and obstacles of running a trading business and carrying out a dual role for women traders.

Empowerment of women can increase the entrepreneurial orientation of women traders, which is reflected by the proactiveness of traders' ability to look ahead/business prospects or business opportunities, which can be achieved by women traders through initiatives to establish good cooperation and communication between traders, consumers and the government/private.

Further research can be done by comparing the performance of other sector traders so that the results

obtained can be obtained and become a more comprehensive reference on the performance of traders who represent business performance in general. In addition, further researchers may consider using other variables that have not been covered in this study.

Based on an empirical study, this study can provide information for women traders about the importance of women's empowerment activities that human relations activities and entrepreneurial orientation must complement to improve trade performance.

For local governments and tourism industry players, when carrying out coaching activities such as empowering women to improve traders' performance, it would be complemented by other activities such as human relations, entrepreneurship orientation, and others.

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