

LOCAL ECONOMIC DEVELOPMENT THROUGH WOMEN'S EMPOWERMENT WITH GINGER AND GRASS JELLY CULTIVATION IN KAMPUNG LAWAS MASPATI, SURABAYA

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ABSTRACT

Women's empowerment in the cultivation of ginger and cincau in Kampung Lawas Maspati, Surabaya, East Java, is an effort to improve the economic and social welfare of the women in the community. This research explores women's empowerment in the cultivation of ginger and cincau in Kampung Lawas Maspati, Surabaya, to enhance their economic and social well-being. Despite the promising initiatives, the women still face various challenges, such as limited access to resources, lack of training, and difficulties in accessing markets and funding. Using a qualitative approach, data were collected through interviews, observations, and document studies to analyze the empowerment efforts undertaken and their impact. The results show a positive impact from training and market access support, but challenges such as infrastructure limitations and program sustainability still need to be addressed. In conclusion, further collaboration between the government, community, and academics is needed to ensure the sustainability of this program.

Keywords: *Women's Empowerment, Ginger and Cincau Cultivation, Economic Welfare*

INTRODUCTION

Women's empowerment is a process aimed at enhancing the abilities and potential of women in various aspects of life, including economic, social, political, and cultural. This empowerment is not just about providing women with equal access to resources and opportunities, but also about creating an environment where they can make decisions that affect their own lives and the communities around them. The economic dimension of women's empowerment involves increasing women's access to decent work, skills, training, and financial resources. It also includes supporting women's entrepreneurship and access to markets. By having control over economic resources, women can improve their well-being and that of their families, as well as contribute more significantly to the local and national economy. According to Ratnasari et al. (2021), in the social environment, women's empowerment means strengthening their roles in the community and family. This includes education, health, and other social rights. By improving access to education and healthcare services, women can actively participate in social life and reduce dependence on others. Not only from the social environment, but in the political aspect, women's empowerment means increasing women's participation in political decision-making processes and governance. This includes the right to vote and be elected, as well as involvement in political organizations and civil society. Women's participation in politics is essential to ensure that their perspectives and needs are taken into account in public policies.

Cultural empowerment of women involves recognizing and appreciating their roles and contributions to culture and traditions. It also includes efforts to eliminate discriminatory cultural practices and promote gender equality in all aspects of cultural life. Providing better access to education and training for women is an important step in their empowerment. Inclusive educational programs and relevant skills training can

help women improve their abilities and expand job opportunities. Supporting women's entrepreneurship by providing access to capital, business training, and market networks can enhance their economic empowerment. Microfinance programs and business incubators specifically for women can be very beneficial. Increasing access to healthcare services, including reproductive health, can improve the quality of women's lives and enable them to participate more actively in economic and social life. The importance of raising awareness about women's rights and advocating for policy changes that support gender equality is a crucial step in addressing discriminatory social norms. Public campaigns and educational programs about gender equality can help change societal perceptions and attitudes.

Although there has been significant progress in efforts to empower women, various challenges remain to be addressed. According to Alfirmidius & Government (2018), rigid gender norms and stereotypes often limit women's roles in society and hinder empowerment efforts. For example, the assumption that women should only be involved in household matters can obstruct their participation in economic and political activities. Limited access to education and training means many women, particularly in rural and remote areas, still face barriers in accessing quality education and training. A lack of education limits their opportunities to improve skills and secure decent employment. Gender-based violence, such as domestic violence, sexual violence, and other forms of violence, is a serious barrier to women's empowerment. This violence not only harms women physically and mentally but also inhibits their participation in social and economic life. Wage gaps, limited job opportunities, and unequal access to financial resources continue to be major issues in economic empowerment. Women often receive lower-paid and less secure jobs compared to men.



Figure 1. Violence Against Women Statistics 2012 – 2021

Source: Komnas Perempuan (Violence Against Women in Indonesia in 2021 Recorded the Highest - GoodStats) According to a report from Komnas Perempuan in Goodstats

According to a report from Komnas Perempuan in Goodstats, in the first year of the pandemic, the number of GBV cases in Indonesia decreased to 226,062, or about 25.31% of the total cases in 2019. However, in 2021, the number of cases sharply increased to 338,496 cases. The Women's Committee stated that one of the factors contributing to the increase in the second year of the pandemic was public awareness about reporting cases. People became aware of the online reporting tools and followed

them. Women's empowerment plays a crucial role in improving their welfare and economic independence, especially in rural communities. Through various empowerment programs, women are given opportunities to develop skills and knowledge that can enhance their living standards. One concrete form of these empowerment efforts is through the cultivation of ginger and grass jelly. Cultivating ginger and grass jelly not only provides economic opportunities for women but also empowers them with valuable agricultural skills and access to broader markets. Ginger (*Zingiber officinale*) is a rhizome plant widely known for its properties as a spice and traditional medicine. Ginger has a distinctive aroma and spicy taste that many people enjoy. In Indonesia, ginger is an important agricultural commodity with high demand both in local and international markets. Ginger is known to have various health benefits, including anti-inflammatory, antioxidant, and digestive properties. It is also commonly used as traditional medicine to address digestive issues, nausea, and colds.

In the market environment, ginger has stable and increasing demand in both local and global markets. According to research (Suyatno et al., 2023), ginger can be used in various food, beverage, and medicinal products, making it a valuable agricultural commodity. Ginger cultivation can provide high economic value for farmers. Ginger has a good selling price and can be a significant source of income. Ginger cultivation is one of the agricultural activities that is relatively easy to perform and has promising economic prospects. The stages of ginger cultivation begin with land preparation, which includes cleaning and soil processing to be ready for planting. After that, selecting quality ginger seeds is an important step to ensure optimal harvest results. Planting is done with the correct spacing, followed by maintenance that includes watering, fertilizing, and controlling pests and diseases. The final stage of ginger cultivation is harvesting, usually done 8 to 10 months after planting when the ginger plants have reached optimal maturity. Selecting good quality ginger seeds is an important first step. Healthy and high-quality seeds will determine the harvest outcome. Ginger seeds are usually selected from large, healthy, and disease-free rhizomes. The land to be used for ginger cultivation must be well-prepared. The land must be cleared of weeds and fertilized with organic fertilizer to enhance soil fertility. Loose soil with good drainage is ideal for ginger cultivation. Ginger is usually planted at the start of the rainy season. The ginger rhizomes are planted about 5-10 cm deep with a planting distance of about 20-30 cm between plants. Ginger plant care includes watering, fertilizing, and weeding. Watering is done regularly, especially during the dry season. Fertilization is carried out to ensure the plants receive sufficient nutrients.

Weeding is done to remove weeds that can interfere with ginger growth. Ginger plants are susceptible to several pests and diseases, such as bacterial wilt, rhizome rot, and earthworm attacks. Pest and disease control is carried out mechanically, chemically, or biologically. Ginger is usually ready to harvest 8-10 months after planting. Harvesting is done by digging up the ginger rhizomes from the soil. The ginger rhizomes are then cleaned and separated from the stems and leaves. Although ginger has a high market value and relatively easy maintenance, ginger cultivation also faces various challenges from climate change that can affect ginger production. Uncertain weather conditions can cause damage to ginger plants, such as drought or flooding. Not just climate change, pest and disease attacks are major challenges in ginger cultivation. Pest and disease control requires proper handling to prevent losses. Price fluctuations also pose a challenge in the sale of ginger, which can fluctuate depending on market conditions. Farmers need to have strategies to cope with price fluctuations to ensure optimal

profits. In addition to ginger cultivation, women in Kampung Lawas Maspati are also involved in cultivating grass jelly, another plant with high economic value and various health benefits. Cultivating grass jelly offers additional opportunities for women to increase their income and empower themselves through valuable agricultural skills. Grass jelly is known for producing a natural gel used as a base for refreshing drinks in various countries, especially in Southeast Asia. The grass jelly plant includes several types, the most common being green grass jelly (*Cyclea barbata*) and black grass jelly (*Mesona palustris*). Cultivating grass jelly has significant economic potential due to the steadily increasing market demand.

Grass jelly has various advantages that make it a high-value plant for cultivation. In terms of health benefits, grass jelly is known as a source of fiber, antioxidants, and anti-inflammatory agents. Consuming grass jelly is often associated with lowering body temperature, better digestion, and controlling blood sugar levels. Additionally, grass jelly drinks are very popular among the public, especially in tropical regions, thus its market demand is stable. This makes grass jelly cultivation a promising choice for farmers. From an economic standpoint, grass jelly has a competitive market price, and with efficient cultivation, farmers can achieve significant profits.



Figure 2. Processed Grass Jelly Leaves

Despite the high value of grass jelly plant cultivation, it also faces various challenges that need to be overcome to achieve optimal results. Climate change and extreme weather can affect grass jelly production, with uncertain conditions such as high rainfall or drought potentially damaging the plants. Additionally, pest and disease attacks are major challenges in grass jelly cultivation, requiring proper management to prevent losses. On the other hand, the price of grass jelly can fluctuate depending on market conditions, so farmers need effective strategies to cope with price fluctuations to ensure optimal profits. Kampung Lawas Maspati in Surabaya, East Java, is one of the areas with great potential in the development of ginger and grass jelly cultivation. Both plants have high economic value and stable market demand, both for local consumption and the pharmaceutical and food industries. Cultivating ginger and grass jelly not only provides financial benefits but also empowers women by enhancing their agricultural skills and making a tangible contribution to the family and community economy. Kampung Lawas Maspati is one of the historic villages located in the center of Surabaya, East Java. The village is known for its cultural diversity and rich history, as well as the preservation efforts made by the local community. The name "Lawas" itself means "old" or "ancient," reflecting the historical heritage this village holds.



Figure 3. Kampung Lawas Maspati, Surabaya

The history of Kampung Lawas Maspati can be traced back to the Dutch colonial era, with several historical buildings and sites still standing strong today. The village is also known for its warm community atmosphere and mutual support, where local traditions and values are highly upheld. Many residents of Kampung Lawas Maspati are involved in various creative economic and cultural activities, such as handicrafts, traditional cuisine, and performing arts, which attract both local and international tourists. Kampung Lawas Maspati is now recognized as one of the cultural tourism destinations offering an authentic experience to visitors, as well as a model for sustainable community empowerment. With its rich historical background and dynamic community, Kampung Lawas Maspati continues to develop and provide inspiration for other villages in Indonesia. In recent years, Kampung Lawas Maspati has become a successful example of community empowerment through various community programs and innovative economic activities. One notable initiative is the empowerment of women in agriculture, particularly in the cultivation of crops such as ginger and grass jelly. These programs not only enhance the income and well-being of the local residents but also strengthen the sense of community and identity. However, empowering women in this sector faces various challenges, including limited access to training, technology, and markets. On the other hand, the potential benefits that can be derived from empowering women in the cultivation of ginger and grass jelly are immense.

Although Kampung Lawas Maspati has become a successful example of community empowerment through various community programs and innovative economic activities, the empowerment of women in agriculture, particularly in the cultivation of ginger and grass jelly, still faces various challenges. These challenges include a lack of access to training, technology, and markets, which hinder the optimization of potential benefits. Further research is needed to explore effective ways to overcome these barriers and maximize the potential benefits of empowering women in the cultivation of ginger and grass jelly. Given this background, research is needed on the strategies and impacts of empowering women in the cultivation of ginger and grass jelly in Kampung Lawas Maspati, Surabaya, East Java. This study aims to identify the empowerment methods that have been implemented, assess their effectiveness in enhancing women's capacities, and analyze how active participation of women contributes to the success and sustainability of ginger and grass jelly cultivation. By understanding various aspects of women's empowerment, including training, access to technology, and market opportunity creation, this research hopes to provide information on key factors

affecting empowerment effectiveness and offer practical recommendations for agricultural development in other areas.

LITERATURE REVIEW

Community Empowerment Theory

Empowerment is a process that enables people to make strategic decisions in their lives that they previously could not make. It involves increasing awareness, developing skills, availability of resources, and active involvement in decision-making, all of which are components of empowerment. Empowerment theory is widely applied in the context of social, economic, and political development, with a special focus on women, minorities, and low-income communities as marginalized groups. This theory emphasizes the enhancement of the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes. According to Alhada et al. (2021), the concept of social empowerment emerged as a result of the failure of the development concept previously used in Indonesia (during the New Order era) and other developing countries in Asia. The theory of community empowerment encompasses many approach models. In this study, the approach used as a reference is the ABCD (Asset Based Community Development) theory. The ABCD approach also allows women to actively participate in decision-making and planning of empowerment projects, ensuring that the programs meet their needs and desires. Therefore, the ABCD theory aids Kampung Lawas Maspati in two ways: enhancing the economy and fostering a sense of community cohesion and identity. By using this approach, empowerment is not only seen as an increase in access to external resources but also as the strengthening of existing internal potentials, allowing the community to grow independently and sustainably. In her research, Widjajanti (2011) explains that within the theory of community empowerment there are approaches such as the ABCD (Asset Based Community Development) theory, which includes four components that need to be recognized: Problem Based Approach, Need Based Approach, Right Based Approach, and Asset Based Approach. These four components are defined as follows:

- 1) Problem Based Approach, defined as the identification and solving of problems faced by the community. In this approach, the development process begins by identifying problems or challenges that hinder community development. Although effective in resolving specific issues, this approach often focuses on existing weaknesses and deficiencies in the community, which can lead to a negative view of the community's capabilities. In the context of this research, the community can identify specific problems faced by women in the cultivation of ginger and grass jelly, such as lack of access to technology or markets.
- 2) Need Based Approach, this component emphasizes identifying unmet needs within the community. This approach seeks to understand what the community needs to achieve better conditions and then designs interventions to meet those needs. Although it is important to recognize needs, this approach tends to view the community from a perspective of deficiency and often relies on external assistance to meet the identified needs. In community and women's empowerment, this component is used to recognize needs such as technical training and financial support for women.
- 3) Right Based Approach, this rights-based component emphasizes the recognition and protection of basic individual rights within the community.

The focus is on ensuring that every community member has equal access to resources and opportunities, as well as the right to participate in decision-making processes that affect their lives. This approach aims to strengthen communities through human rights advocacy and fair policies. This component is also relevant because it ensures that women have the same rights to participate in all aspects of ginger and grass jelly cultivation, from planning to marketing.

- 4) Asset Based Approach, this component, the core of the ABCD theory, focuses on identifying and utilizing existing assets within the community, such as individual skills, local institutions, and natural resources. This approach aims to empower the community by optimizing existing potentials and strengths, rather than focusing on deficiencies and needs. By identifying and mobilizing these assets, the community can develop sustainable and independent solutions to the challenges they face. This component in the ABCD theory focuses on the strengths and resources already possessed by women in Kampung Lawas Maspati. For example, traditional knowledge of plant cultivation, business management skills, and strong social networks can be identified and optimized to enhance the production and marketing of ginger and grass jelly. With this approach, women can empower themselves and their communities, create sustainable and independent solutions, and strengthen community identity and solidarity.

Community empowerment is a systematic effort to enhance the capacity and participation of communities in managing resources and accessing opportunities so that they can independently improve their quality of life. Each dimension plays a crucial role in shaping a more autonomous, inclusive, and competitive society. In the context of empowering women in the cultivation of ginger and grass jelly in Kampung Lawas Maspati, these dimensions provide a clear framework for identifying efforts that need to be made.

Ginger and Grass Jelly Cultivation

The cultivation of ginger (*Zingiber officinale*) and grass jelly (*Mesona chinensis*) is an agricultural activity with high economic potential, especially in rural areas like Kampung Lawas Maspati, Surabaya, East Java. These plants not only provide economic benefits through the sale of harvests but also have significant health and cultural values. Ginger is a rhizome plant that is widely cultivated in various tropical regions, including Indonesia. This plant requires a warm climate with sufficient rainfall and fertile, loose soil. According to Hilmi et al. (2023), the important steps in planting ginger start with the first step: land preparation for ginger cultivation must be loosened first, with an ideal soil pH between 5.5 and 6.5. Soil that is too acidic needs to be limed to balance its pH. The second step is seed selection; healthy, mature ginger rhizomes are chosen as seeds. These rhizomes are then cut into pieces, each piece having at least one or two buds. After selecting the seeds, the next step is planting the ginger seeds, which are planted at a depth of about 5 – 10 cm with a planting distance of about 30 x 30 cm. Planting should ideally be done at the beginning of the rainy season to ensure adequate water availability.



Figure 4. Ginger Seedlings

In the study by Triyono & Sumarmi (2018), ginger plants also require proper care to achieve optimal growth. Irrigation of ginger plants needs to be sufficient, especially at the early stages of growth. However, waterlogging should be avoided as it can cause the rhizomes to rot. Fertilization is carried out periodically, using organic fertilizers such as compost or manure to enhance soil fertility. Chemical fertilizers can also be used according to the recommended dosages. During the growth stage, there are often growth-inhibiting factors such as pests and diseases. Pest and disease control in ginger is necessary because it is vulnerable to pest attacks like the borer worm and diseases such as rhizome rot. Control can be mechanical or through the use of natural pesticides. Ginger is often used in various traditional ceremonies and as an ingredient in typical Indonesian cuisine. Sutini et al. (2024) also outline several benefits of ginger, including its anti-inflammatory, antioxidant, and antimicrobial properties. Ginger is frequently used to address digestive issues, reduce nausea, and relieve muscle pain. Processed ginger products such as ginger powder, ginger drinks, and ginger candies have high added value in both local and international markets. Grass jelly is a climbing plant often used as the main ingredient in making traditional refreshing beverages. In the study by Sari et al. (2019), the explanation of how to cultivate grass jelly plants begins with the first step, land preparation. Grass jelly plants require fertile, loose soil with a pH of about 5.5 to 6.5. The land should be cleared of weeds and leveled before planting. During the seeding process, grass jelly seeds are usually obtained from cuttings of healthy plant stems. These stem cuttings are planted directly in the field or in polybags for initial propagation. The stem cuttings of grass jelly are planted with a planting distance of about 50x50 cm. The plant requires support or trellises to climb effectively.



Figure 5. Grass Jelly Plant Seedlings

In the study by Sari et al. (2019), the care of grass jelly plants to ensure good growth is explained. The first step that must be taken is irrigation. Grass jelly plants require sufficient watering, especially during the early growth phase. Regular irrigation and good drainage are crucial to prevent root rot. After ensuring good irrigation, fertilization is also an important stage for the growth period of grass jelly plant seedlings. The use of organic fertilizers such as compost is highly recommended for grass jelly, as it helps maintain soil fertility. Fertilization is carried out every 2-3 months. It is important to pay attention to Pest and Disease Control on grass jelly plants. Although grass jelly plants are relatively resistant to pests, they still need to be monitored for attacks by small insects and fungal diseases. Control is carried out by maintaining land cleanliness and using natural pesticides if necessary. Grass jelly contains many benefits in terms of health and economy. Among them, grass jelly has cooling properties and is often used as traditional medicine to relieve internal heat and digestive disorders. Its high fiber content also helps in maintaining digestive health. Grass jelly is often sold in the form of black or green grass jelly drinks, which are very popular in Indonesia, especially during the summer season. This product has a wide market, both in rural and urban areas. Processed grass jelly is also used in various traditional Indonesian dessert dishes, making it an important plant in the local culinary culture.

METHOD RESEARCH

This study uses a qualitative descriptive research approach. Qualitative descriptive research aims to provide an in-depth description of the phenomenon being studied based on the perspectives of the research subjects and their local context. In this research context, the main focus is to understand and describe the process of women's empowerment in ginger and grass jelly cultivation in Kampung Lawas Maspati, Surabaya. This type of research was chosen because it allows researchers to deeply explore the experiences, views, and practices of the women in the village. The qualitative approach enables researchers to capture the social, cultural, and economic nuances that influence women's empowerment, as well as how women respond to various initiatives in their environment. The focus of this research is to analyze and describe the process of women's empowerment in Kampung Lawas Maspati, Surabaya, with particular emphasis on their participation in the cultivation of ginger and grass

jelly. This study aims to explore how these empowerment initiatives affect the socio-economic conditions of local women, as well as identify factors that support and hinder the success of empowerment programs in this community. Additionally, the research focuses on evaluating the impact of ginger and grass jelly cultivation on the welfare of women in Kampung Lawas Maspati, including improvements in income, skills, and economic independence. This study seeks to understand the role of the local community and external support in sustaining empowerment programs, as well as assess how these practices can be replicated in other areas with similar characteristics.

Research Location This research is conducted in Kampung Lawas Maspati, a historic area located in the center of Surabaya, East Java. Kampung Lawas Maspati is known as one of the villages that still maintains a traditional atmosphere amid the modernization of a large city.



Source: <https://maps.app.goo.gl/doxUte4xw83Lrz7v7>

Kampung Lawas Maspati is located in the city center of Surabaya, along Jalan Maspati, with close access from several main roads such as Jalan Tembaan IV and Jalan Maspati IV. The map shows that this village is situated in a dense environment with buildings close to each other, reflecting the characteristics of a busy urban area yet still retaining the typical village atmosphere.

RESULT AND DISCUSSION

Women's Empowerment in Ginger & Grass Jelly Cultivation

Empowering women through the cultivation of ginger and grass jelly in Kampung Lawas Maspati is expected to bring significant changes to the social and economic life of the local community. This program aims not only to increase women's income but also to strengthen their role in society. By actively engaging in cultivation, women in Kampung Lawas Maspati can utilize the potential of local resources while developing their skills and knowledge. This is reinforced by an interview with Nina, a participant in the empowerment program, who stated:

"We really need more support, such as more intensive training and easier access to capital. Currently, we still struggle to sell our products due to limited market access and inadequate storage facilities." (Interview July 8, 2024).

Referring to the support that has begun to be provided by the Surabaya City Government towards women's empowerment, in line with the Surabaya City Regional Development Plan for 2024, the main focus is on improving community welfare through

the development of the creative economy and agricultural sector. According to the community empowerment components from the research (Widjajanti, 2011), it includes four concepts: Problem Based Approach, Need Based Approach, Right Based Approach, and Asset Based Approach as follows:

Problem Based Approach

In the context of women's empowerment in ginger and grass jelly cultivation in Kampung Lawas Maspati, Surabaya, the Problem Based Approach component of the ABCD (Asset Based Community Development) theory plays a crucial role in identifying and addressing challenges faced by the community. This empowerment process begins by understanding the issues that hinder women's participation and progress in ginger and grass jelly cultivation, such as limited access to capital, lack of technical skills, and difficulties in marketing their products. By identifying these issues, empowerment programs can design targeted solutions, for example, by providing skills training, access to business capital, and assistance in product marketing. This approach ensures that community development and empowerment focus not only on providing aid but also on solving the fundamental problems that hinder the economic and social progress of women in Kampung Lawas Maspati. Thus, women can become more economically independent and contribute more significantly to the welfare of their families and communities. Before identifying and addressing the challenges faced by women in ginger and grass jelly cultivation in Kampung Lawas Maspati, it is important to directly hear their experiences. According to a response from Mrs. Marni:

"Initially, we faced many difficulties in cultivating ginger and grass jelly, especially in terms of marketing and lack of technical knowledge. However, after we participated in the empowerment program, these problems began to be resolved. The training and assistance provided were very helpful in understanding more effective cultivation methods and in accessing broader markets." (Interview July 8, 2024).

Based on the interview with Mrs. Marni in Kampung Lawas Maspati regarding the implementation of the Problem Based Approach in the ginger and grass jelly cultivation empowerment program, it was found that the initial step of empowerment begins by identifying the main issues that hinder their progress, such as lack of technical knowledge and market access. Although there are initiatives to provide solutions to these challenges, such as training and market access support, there are still obstacles in terms of providing adequate facilities and sustainability.

Need Based Approach

Efficiency in Dunn's policy evaluation theory (2003) refers to the extent to which a policy or program can achieve its desired outcomes using minimal resources. This concept connects the effectiveness of a policy with the effort or costs required to achieve it, where efficiency is measured by considering the ratio between the results achieved and the resources expended, whether in the form of human resources, time, or financial costs. The fewer resources needed to achieve the same goals, the higher the efficiency of a program. In the *Lapor Pak Yes* Program implemented by the Communication and Information Technology Office of Lamongan Regency, efficiency can be evaluated based on how optimally the complaints received are handled using available resources. This program aims to receive and respond to public complaints quickly and effectively. However, its efficiency may be called into question if the complaint-handling process takes too long or involves unnecessary procedures. The use

of technology, for instance, should accelerate communication flows between the public and the government while minimizing bureaucratic hurdles that delay problem resolution. According to Mr. Dedi, Head of the Public Complaints Section at the Communication and Information Technology Office of Lamongan Regency:

"I appreciate the innovation of the Lapor Pak Yes Program, which makes it easier for the public to quickly and directly submit complaints. In terms of efficiency, we are still facing several challenges. Many incoming reports require follow-up from multiple regional work units (OPDs), such as the Department of Population and Civil Registry, which often receives the most complaints regarding the quality of its services."

Based on an interview with Mr. Dedi, he stated that the Lapor Pak Yes Program has indeed made it easier for the public to submit complaints and aspirations directly. However, many of the reports require follow-up from multiple OPDs, including the Department of Population and Civil Registry, which frequently receives the highest number of complaints regarding its service quality. The lack of fully optimized coordination among OPDs results in these reports taking longer to resolve. This indicates that, although the program has been well-received by the public, efficiency in resolving complaints remains an issue that needs improvement. From the explanation above, it is clear that the "efficiency" of the Lapor Pak Yes Program still needs to be enhanced to ensure that complaint-handling processes become faster and more effective. While the program has successfully facilitated communication between the public and the government, its efficiency is hindered by poor coordination among OPDs and overly complex procedures. As a result, although the public can easily access this service, complaint resolution is often delayed.

Right Based Approach

In the context of women's empowerment in ginger and grass jelly cultivation in Kampung Lawas Maspati, Surabaya, the Need Based Approach component of the ABCD (Asset Based Community Development) theory focuses on identifying unmet needs within the community, especially the needs of women involved in this cultivation. This approach starts by understanding what is required by the women in Kampung Lawas Maspati to achieve better conditions, such as technical training in ginger and grass jelly cultivation, access to financial support, and adequate facilities and infrastructure. Although this approach is important for recognizing existing needs, it must be acknowledged that it tends to view the community from a perspective of deficiency and often relies on external assistance to meet the identified needs. In the process of empowering women, this approach is used to identify their specific needs, such as enhanced technical skills and access to business capital. However, for this empowerment to be sustainable, there needs to be an effort to combine this approach with an asset-based approach, which not only focuses on what is lacking but also utilizes the potential and resources already present in the community.

Thus, the Need Based Approach in this context plays a role in designing interventions that can meet the needs of women in Kampung Lawas Maspati, such as providing the training and business capital they need to succeed in ginger and grass jelly cultivation. Before designing interventions in the empowerment program, it is important to identify the main needs faced by women in Kampung Lawas Maspati. This approach aims to understand what is required for them to be successful in ginger and grass jelly cultivation. Mrs. Nuning, a participant in the empowerment program, explains the needs they faced before receiving support as follows:

"We had difficulty developing ginger and grass jelly cultivation due to a lack of knowledge and capital. Many of us wanted to attend training but did not know where to seek help. After this empowerment program started, we began receiving training and access to capital, although there are still some needs that are unmet." (Interview July 8, 2024).

Based on the interview with Mrs. Nuning in Kampung Lawas Maspati regarding the implementation of the Need Based Approach in the ginger and grass jelly cultivation empowerment program, it was found that women in this community have an urgent need for technical training and access to financial support to develop their businesses. This empowerment program has attempted to meet these needs through various initiatives, such as providing training and business capital. However, there are still challenges in ensuring that these needs are met sustainably. Although initial steps to meet basic needs have been taken, there is a need to strengthen mentoring and provide better facilities so that women in Kampung Lawas Maspati can truly feel the benefits of this empowerment program and develop ginger and grass jelly cultivation more optimally.

Asset Based Approach

In the context of women's empowerment in Kampung Lawas Maspati, Surabaya, East Java, it involves an approach that emphasizes recognizing and utilizing assets already owned by the community. In the cultivation of ginger and grass jelly, this approach is relevant to efforts to empower women by identifying skills they possess, such as farming abilities, experience in land management, and traditional knowledge of local plants. By leveraging individual skills and existing natural resources, empowerment programs can provide more targeted training and support, enabling women in Kampung Lawas Maspati to not only rely on external aid but also independently develop their cultivation businesses. For example, women with skills in agricultural processing can be given training to improve the quality of ginger and grass jelly production, which can then be marketed more effectively.

This approach also encourages collaboration with local institutions, such as farming groups and women's organizations, to create a stronger support network. Thus, this asset-based approach not only strengthens individual capacities but also enhances community solidarity, ultimately contributing to the economic and social sustainability of Kampung Lawas Maspati. Based on an interview with Mrs. Yeni, a member of the Women's Empowerment Program in Kampung Lawas Maspati, the asset-based approach in women's empowerment is evident from the recognition of potential and skills already possessed by the community. This shows that with the right support, existing assets can be optimized to achieve success in the cultivation of ginger and grass jelly. According to Mrs. Yeni's interview explanation:

"Here, the women already have capabilities in farming and managing agricultural produce. We just need further support, like training and market access, to independently develop our ginger and grass jelly cultivation businesses. If the existing potential can be optimized, I am confident we can improve our collective welfare." (Interview, July 8, 2024)

Based on the interview with Mrs. Yeni, it is evident that the implementation of the Asset Based Approach in Kampung Lawas Maspati has begun to show positive results. Respondents expressed that the potential possessed by women in the village, such as farming skills and knowledge about plant processing, has existed for a long time.

However, they recognize that to enhance their ginger and grass jelly cultivation efforts sustainably, additional support in the form of technical training and access to broader markets is needed. Nevertheless, they are optimistic that by utilizing existing assets and collaborating with relevant parties, they can develop this business and enhance the economic welfare of their families and community.

Challenges and Obstacles

Before optimizing women's empowerment in ginger and grass jelly cultivation in Kampung Lawas Maspati, it is important to understand the various challenges and obstacles that women in this community might face. By identifying and addressing these challenges, empowerment programs can be designed and implemented more effectively, truly providing a positive impact for women and the community as a whole. From the discussions and interviews with informants, several aspects of challenges and obstacles in Women's Empowerment in Ginger and Grass Jelly Cultivation in Kampung Lawas Maspati, Surabaya, East Java, were identified:

1) Challenges

- a. **Access to Resources and Technology** Women in Kampung Lawas Maspati may face limited access to modern technology and resources needed to enhance the productivity of ginger and grass jelly cultivation. This could include a lack of access to efficient farming tools or more advanced cultivation techniques. As explained by Mrs. Lastri: "One of the obstacles we face in cultivating ginger and grass jelly is the difficulty in accessing the necessary resources, such as quality seeds and fertilizers. Additionally, technology that could enhance production yields is not fully mastered by us, so the cultivation process is still done traditionally and inefficiently." (Interview, July 8, 2024).
- b.) **Education and Training** Low levels of education and a lack of specialized training in agriculture can be a challenge for women in optimizing their cultivation results. They may require additional training to improve their technical and managerial skills. According to Mrs. Denok regarding the lack of education and training in women's empowerment activities: *"We still lack in-depth training related to more modern techniques of ginger and grass jelly cultivation. Most of us only learn from our own experiences or from fellow farmers. However, more structured and continuous training is greatly needed to improve our skills and production outcomes."* (Interview, July 8, 2024)
- b. **Access to Markets** Difficulties in accessing broader and sustainable markets can hinder the marketing of ginger and grass jelly products. This challenge could be due to a lack of distribution networks or insufficient knowledge on how to reach markets beyond the local community. According to Mrs. Sulis's interview response: *"We often have difficulty selling ginger and grass jelly because of the lack of access to broader markets. Usually, we only sell them in local markets at uncertain prices. However, if there was access to larger markets or direct to consumers, we could get better and more stable prices."* (Interview, July 8, 2024).
- c. **Funding and Financial Support** Another major challenge is the limited access to funding sources or business capital. Without adequate financial support, it is difficult for women to develop their cultivation businesses more professionally. Funding challenges and financial support are also major obstacles faced by women in Kampung Lawas Maspati in developing ginger and grass jelly cultivation. These difficulties greatly affect their ability to enhance production

scale and the quality of their agricultural outputs. This was expressed by Mrs. Kasinem who stated: *"We often have difficulty obtaining funds to develop ginger and grass jelly cultivation. Without adequate financial support, it is difficult for us to buy more modern equipment or increase production scale. Many of us rely on our own capital, which is very limited."* (Interview, July 8, 2024).

2) Obstacles

- a. **Infrastructure Limitations** The infrastructure conditions in Kampung Lawas Maspati, such as inadequate roads or limited storage and processing facilities, can be significant obstacles in the production and distribution process. One of the main challenges faced by women in Kampung Lawas Maspati in cultivating ginger and grass jelly is the existing infrastructure limitations. These challenges hinder them from optimizing production and distribution, as explained by Mrs. Denok: *"We face many difficulties because the infrastructure in Kampung Lawas Maspati is still very limited. The road access to the ginger and grass jelly farms is not adequate, making it harder and more expensive to transport the harvest. In addition, we also lack proper storage facilities, which causes the harvest to spoil quickly."* (Interview, July 8, 2024).
- b. **Social Perceptions and Norms** Social barriers, such as gender norms and perceptions that limit women's roles in economic activities, can hinder empowerment efforts. This can result in women being less involved in decision-making or having access to economic opportunities. In addition to infrastructure limitations, another barrier faced by women in Kampung Lawas Maspati in the cultivation of ginger and grass jelly is the prevailing social perceptions and norms. These norms often restrict women's roles in economic activities and decision-making, which can hinder their empowerment. Mrs. Darmin, a member of the women's empowerment program, stated: *"Here, there is still a belief that women should not be too involved in business or economic activities. Although we want to contribute more, there are social norms that make us feel limited and less supported by the surrounding community."* (Interview, July 8, 2024).
- c. **Program Sustainability** Even though there are empowerment initiatives, often these programs are not sustainable due to a lack of long-term mentoring or sustained support from the government and non-governmental organizations. In addition to social and infrastructure challenges, the sustainability of empowerment programs also becomes a significant barrier. Although empowerment programs have been well launched, there are concerns about the continuity of support and mentoring required to ensure the programs succeed in the long term. Mrs. Wiwin, a program member, shared her views: *"The program was good at the beginning, but after a few months, we felt left on our own. The mentoring and assistance that were initially promised have diminished, so we worry whether this effort can last long."* (Interview, July 8, 2024).
- d. **Lack of Collaboration** The lack of collaboration between the government, non-governmental organizations, and the local community can hinder the effectiveness of empowerment programs. Without strong cooperation, empowerment initiatives may not achieve their maximum impact. Another barrier faced in the implementation of empowerment programs is the lack of collaboration among the various parties involved. Insufficient involvement from the government, private sector, and community causes the program to not

operate as effectively as expected. Mrs. Yeni, a member, expressed her concerns about this: *"There should be closer cooperation between the government, entrepreneurs, and us as small business operators. But in reality, we feel like we are walking alone without real support from these parties."* (Interview, July 8, 2024).

CONCLUSION

The conclusion of this study indicates that the empowerment of women in Kampung Lawas Maspati through the cultivation of ginger and grass jelly has significant potential to enhance their economic and social welfare. However, this empowerment process still faces a number of significant challenges and obstacles, such as limited access to resources and technology, inadequate education and training, restricted market access, and insufficient funding and financial support. Additionally, other barriers include limited infrastructure, social perceptions and norms that still hinder full participation of women, the lack of guaranteed program sustainability, and insufficient collaboration among various parties involved in this empowerment program.

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