



GENDER EQUALITY DYNAMICS: FACTORS DRIVING MOMPRENEUR PARTICIPATION IN MSMEs IN EAST BANGGAE DISTRICT MAJENE REGENCY

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Abstract

This study aims to qualitatively examine the factors driving mompreneur participation in MSMEs in East Banggae District, Majene Regency, within the context of gender equality dynamics. The method used was qualitative with a descriptive approach. Primary data were obtained through in-depth interviews with five informants who own various types of businesses, supported by field observations and documentation. The results indicate that mompreneur participation in the workforce is driven by the demands of meeting family economic needs and the attractiveness of the time flexibility offered by the MSME sector. Based on an analysis of six indicators of gender equality, the main challenges faced by entrepreneurs are heavy domestic workloads and limited access to formal entrepreneurship education or training. Nevertheless, mompreneurs are able to maintain a balance between work and personal life through establishing firm personal boundaries and time management strategies. The sustainability of their businesses has so far relied heavily on informal social support, particularly the division of roles from their husbands and solidarity among fellow traders in the market. Formal policy support and mentoring from the local government are still perceived as very limited.

Keywords: Gender Equality, Mompreneur, MSMEs (Micro, Small, and Medium Enterprises)

Abstrak

Penelitian ini bertujuan untuk menelaah secara kualitatif faktor-faktor yang mendorong partisipasi *mompreneur* pada UMKM di Kecamatan Banggae Timur, Kabupaten Majene, dalam konteks dinamika kesetaraan gender. Metode yang digunakan adalah kualitatif dengan pendekatan deskriptif. Data primer diperoleh melalui wawancara mendalam dengan lima informan yang memiliki beragam jenis usaha, didukung oleh observasi lapangan dan dokumentasi. Hasil penelitian menunjukkan bahwa partisipasi *mompreneur* dalam angkatan kerja didorong oleh tuntutan pemenuhan kebutuhan ekonomi keluarga serta daya tarik fleksibilitas waktu yang ditawarkan oleh sektor UMKM. Berdasarkan analisis terhadap enam indikator kesetaraan gender, tantangan utama yang dihadapi pelaku usaha adalah beratnya beban kerja domestik dan minimnya akses terhadap pendidikan atau pelatihan kewirausahaan formal. Meskipun demikian, para *mompreneur* mampu menjaga keseimbangan antara kerja dan kehidupan pribadi melalui pengelolaan batasan personal yang tegas serta strategi manajemen waktu. Keberlangsungan usaha mereka sejauh ini sangat bergantung pada dukungan sosial informal, terutama pembagian peran dari suami serta solidaritas sesama pedagang di pasar. Dukungan kebijakan dan pendampingan formal dari pemerintah setempat masih dirasakan sangat terbatas.

Kata kunci: Kesetaraan Gender, *Mompreneur*, UMKM (Usaha Mikro, Kecil, dan Menengah)

INTRODUCTION

Gender equality has emerged as a pressing global development agenda, particularly in the context of women's economic empowerment. This agenda is explicitly articulated in Sustainable Development Goal (SDG) No. 5, which calls for the full empowerment of women and equal access to economic opportunities at all levels of decision-making (United Nations, 2026). The transformative momentum sustained by the SDGs has broadened women's roles across all business sectors, with a key target being the assurance of women's full and effective participation and equal opportunities

for leadership in economic and public spheres. Despite this progress, gender gaps in economic participation remain a persistent challenge. Globally, the gender gap in labor force participation has remained at approximately 30 percentage points since 1990, with men's participation rate at around 80 percent compared to approximately 50 percent for women. This disparity underscores that efforts to promote women's economic participation – including through entrepreneurship – remain urgent and worthy of deeper examination (Bazán Valque et al., 2025; UN Women, 2026).

At the global level, trends in women's entrepreneurship indicate encouraging development, albeit still far from reaching parity with men. According to the *Global Entrepreneurship Monitor*, (2024), women's early-stage entrepreneurial activity increased from an average of 6.1 percent during the 2001–2005 period to 10.4 percent during the 2021–2023 period across 30 surveyed economies. However, women's start-up activity rate in 2022 reached only 10.1 percent – approximately 80 percent of the male rate of 12.6 percent – while women's established business ownership rate stood at 5.5 percent compared to 8.1 percent for men. This reflects persistent structural inequalities faced by women, encompassing barriers in accessing capital and business networks, as well as socio-cultural obstacles that affect the long-term sustainability of their enterprises (Nazam et al., 2025).

Indonesia is among the countries with a high level of women's involvement in MSMEs; however, significant gender disparities remain. Women own 64 percent of all MSMEs in Indonesia, while MSMEs as a whole contribute 60.5 percent to the national Gross Domestic Product (GDP) and absorb 96.9 percent of the total national workforce (Kemenko PMK, 2023). Despite this substantial contribution, equitable conditions have yet to be achieved. According to the World Economic Forum's Global Gender Gap Report, Indonesia ranked 87th out of 146 countries in the global gender gap index and 9th regionally—below the Philippines, Singapore, Laos, Vietnam, and Thailand (World Economic Forum, 2023). Indonesia's Gender Inequality Index (GII) of 0.439 reflects one of the widest gender gaps in Southeast Asia. In other words, women's predominance in MSMEs has not necessarily translated into the realization of genuine gender equality (Lestari et al., 2025; Rachmi, 2024).

Indonesia's women's entrepreneurship ecosystem has witnessed the notable emergence of the *momprenneur*—a homemaker who simultaneously operates a business. The term refers to a woman who embraces the dual identity of mother and entrepreneur, identities that frequently generate real role conflicts. This phenomenon is made particularly relevant by the flexibility inherent in MSMEs, which enables women to manage the balance between domestic and professional responsibilities concurrently. The most significant challenges faced by mompreneurs include caring for dependent family members and time management, while the most commonly employed strategies involve task delegation and the maintenance of harmonious family relationships. Understanding the dynamics that facilitate and hinder mompreneur participation is therefore crucial for formulating well-targeted women's empowerment policies (Prasartika & Repi, 2021; Tan & Yew, 2023).

One of the most significant factors distinguishing women's and men's entrepreneurial experiences is the burden of domestic labor. Challenges faced by women entrepreneurs in Indonesia include limited access to capital and credit, heavy household workloads, and difficulties in allocating sufficient time and energy to manage their businesses (Putri & Shodiq, 2024). This situation is compounded by social constructs that continue to position women as the primary bearers of domestic responsibilities. The *International Labour Organization*, (2024) report on the care economy in Indonesia highlights that the unequal distribution of care work leads to stagnation in women's labor market participation, as care work continues to be regarded as unproductive despite its considerable economic value. Accordingly, the

redistribution of domestic roles constitutes an essential prerequisite for improving the quality and sustainability of mompreneur enterprises.

Prevailing cultural norms and values also shape the space available to women in entrepreneurship. Traditional cultural norms and social expectations have historically confined women to the domestic sphere and limited their roles as business leaders, making socio-cultural barriers a persistent obstacle for women pursuing entrepreneurial aspirations. In this context, family support plays an exceptionally important role (Elotmani & El Boury, 2024). Emotional encouragement from family provides the critical foundation that instills confidence and resilience in women entrepreneurs, while logistical support – such as assistance with household responsibilities or childcare – affords them the time and energy to devote greater attention to their businesses (Kurniawan et al., 2025).

Access to entrepreneurship education and training is another critical factor that determines mompreneurs' capacity to grow. Research by Ansari et al., (2012) and Knox et al., (2026) demonstrates that gender-responsive support spaces empower women by enhancing their human and social capital through group membership and participation in community organizations. However, the effectiveness of training programs is not automatic. Empowerment in the entrepreneurship context does not emerge automatically from the mere provision of program resources and may, in many cases, reinforce existing gender norms – for instance, when loan funds are redirected toward household expenses or controlled by husbands. This underscores that empowerment program approaches must account for the local socio-cultural context in order to produce transformative outcomes for mompreneurs (Elotmani & El Boury, 2024).

Institutional policy and support play a strategic role in creating a conducive ecosystem for women's entrepreneurship. The Indonesian government, through the Ministry of Women's Empowerment and Child Protection (KemenPPPA), has collaborated with the private sector and various stakeholders to promote business digitalization and digital literacy for women; during the COVID-19 pandemic, this effort successfully facilitated 8.4 million Indonesian MSMEs, 54 percent of which were women-owned (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak, 2022; Lestari et al., 2025). At the same time, women entrepreneurs in Indonesia face numerous challenges, including inadequate training, substantial domestic obligations, complex legal barriers, and cultural and social obstacles that restrict their access to financing, which is often biased toward male entrepreneurs.

Gender equality dynamics in Indonesia interact in complex ways with local factors such as customary practices, family structures, and regional economic conditions. Recent research on mompreneurs in Indonesia confirms that social capital, family support, cultural context, entrepreneurial qualities, and self-efficacy collectively influence work-life balance and the business success of women entrepreneurs (Kurniawan et al., 2025; Nazam et al., 2025). In regions such as Majene Regency – a developing district in West Sulawesi – these dynamics may differ substantially from those in larger cities that have thus far been the dominant focus of academic research. Accordingly, findings from Majene can contribute to a deeper understanding of how gender equality operates within the context of still-developing regions.

Based on field observations, a total of 602 MSMEs were recorded in 2021, distributed across eight sub-districts (Dinas Koperasi dan UKM Majene, 2021). For a developing region, this figure is encouraging, as the presence of MSME entrepreneurs inevitably contributes to the circulation of the local economy and positively affects community welfare.

Table 1.1
Recapitulation of MSME Operators by Sub-District, 2021

No	Sub-District	Total
1	Banggae Timur	73
2	Banggae	60
3	Pamboang	249
4	Sendana	12
5	Tammerodo	12
6	Tubo Sendana	50
7	Ulumanda	54
8	Malunda	92
Total		602

Source: Dinas Koperasi, UKM, Perdagangan dan Perindustrian Kabupaten Majene, 2021

Based on the foregoing, the issue of mompreneur participation in MSMEs constitutes a multidimensional problem involving economic, socio-cultural, policy, and gender factors simultaneously. This study is positioned to address this gap by qualitatively examining the factors that drive mompreneur participation in MSMEs in East Banggae District, Majene Regency, through the lens of gender equality dynamics. The findings are therefore expected to make a meaningful empirical contribution to the development of women’s empowerment policies at both the local and national levels.

METHOD

This study employed a qualitative research method with a descriptive approach. Descriptive research involves the narration of information provided by informants through the researcher’s own language (Adhi et al., 2019). The research was conducted in East Banggae District, Majene Regency, West Sulawesi Province. The research informants consisted of women (*mompreneurs*) engaged in MSMEs in East Banggae District, namely: (1) M (a vendor of cooked side dishes), (2) IR (a vendor of second-hand shoes), (3) N (a cosmetics vendor), (4) A (a rice vendor), and (5) H (a toy balloon vendor). These five informants were selected using purposive sampling—a sampling technique based on specific considerations and criteria established by the researcher (Sugiyono, 2017). The criteria for informant selection included: (a) being a homemaker who simultaneously operates an active business in the MSME sector; (b) residing and conducting business within East Banggae District; (c) having operated the business for a minimum of one year; and (d) being willing to participate and provide information openly. These criteria ensured that the selected informants were capable of providing rich, in-depth data relevant to the study’s focus on gender equality dynamics in the context of MSME mompreneurs. Data sources comprised: (1) primary data obtained from in-depth interviews with informants, and (2) field observation data (Taylor et al., 2015). Secondary data were derived from the scholarly literature pertaining to the research topic. Data collection techniques included observation, in-depth interviews, and documentation. Data analysis followed qualitative data analysis procedures consisting of five stages: (1) data collection; (2) data processing; (3) reading and recall; (4) description, classification, and interpretation; and (5) presentation and conclusion (Creswell, 2007).

At the operational level, the data analysis process was carried out through three interconnected main stages. *First*, the open coding stage, in which the researcher thoroughly read all interview transcripts and field notes to identify recurring keywords, phrases, and ideas, assigning descriptive codes to each relevant data segment. *Second*, the axial coding stage, in which the identified codes were grouped into broader categories based on thematic similarity and interrelationship. *Third*, the

selective coding and interpretation stage, in which the dominant themes that emerged were analyzed in depth to reveal inter-thematic relationships, explain patterns of mompreneur participation, and answer the research questions within the framework of gender equality dynamics.

To ensure data validity, this study applied three validation techniques. *First*, data source triangulation, involving the cross-referencing and comparison of information obtained from in-depth interviews with field observation data and relevant documents. *Second*, member checking, whereby preliminary findings and researcher interpretations were returned to the informants for verification of accuracy. *Third*, an audit trail, in which the researcher systematically documented all stages of the research – from data collection and methodological decisions to the coding and categorization of themes – so that the analytical trail could be traced and verified by other parties if necessary. Collectively, these three validation techniques ensure that the findings are credible, transferable, and dependable (Lincoln & Guba, 1985)

RESULT AND DISCUSSION

Gender equality dynamics play a significant role in driving *mompreneur* participation in MSMEs. Gender equality is not merely a normative issue; it also has direct implications for women's access to economic opportunities, personal development, and social roles. The first factor driving *mompreneur* participation is the transformation of cultural and social norms. In many communities, women have begun to receive greater recognition of their capacity as entrepreneurs. This shift has been influenced by gender equality campaigns, heightened public awareness, and women's empowerment through various programs. At the same time, these shifting norms create pressure on women to demonstrate their ability to contribute economically.

Analysis of gender equality dynamics in the context of this study cannot be separated from the local cultural background of the Mandar community, which is deeply embedded in Majene Regency. The Mandar community is known for a philosophy of life that upholds the value of *siri'* (a sense of dignity and self-respect). In the context of gender, the value of *siri'* has historically positioned women as the custodians of family honor, whose primary role is in the domestic sphere, while men are positioned as household heads responsible for providing economic support. This adat-based gender role construction shapes the social expectations experienced by mompreneurs in the field—as reflected in the accounts of several informants who noted that the decision to conduct business outside the home still requires the 'blessing' and support of a husband or male family members. This value implicitly fosters social acceptability of the mompreneur role, as long as such economic engagement is not perceived as compromising domestic responsibilities. Furthermore, the relational patterns of Mandar families, which tend to preserve close kinship systems, prove to constitute significant social capital: inter-trader solidarity at the market, neighbors' assistance in lifting sacks of rice, and the division of tasks by husbands on days off are all tangible manifestations of these communal values in the daily economic lives of mompreneurs. Accordingly, the local Mandar cultural context functions as two sides of the same coin in gender equality dynamics: on one side it can serve as a barrier that perpetuates an asymmetric gender role division, while on the other it serves as a source of socio-cultural strength that sustains the resilience of mompreneurs' enterprises in East Banggae District.

In order to identify the factors driving *mompreneur* participation in MSMEs in East Banggae District, Majene Regency, as influenced by gender equality dynamics, this study employs six indicators drawn from the theoretical frameworks of Greenhaus & Beutell, (1985) and Eagly et al., (2012) concerning the various dimensions used to

measure the extent to which women are involved in multiple roles—both in the domestic sphere (as mothers, wives, and household managers) and in the public sphere (as workers, community members, or business actors). The indicators are: (1) Labor Force Participation; (2) Domestic Workload; (3) Access to Education and Training; (4) Gender Role Division within the Family; (5) Work–Life Balance; and (6) Social and Policy Support.

Labor Force Participation

The labor force participation indicator captures the level of *momprenneur* involvement in employment or economic activities outside the home. This indicator is significant because it directly affects *momprenneur* engagement in MSMEs. Women's roles in the economy are increasingly significant, particularly given the growing recognition of their contribution to MSME development. All informants in this study indicated that they felt compelled to work in order to support family needs or to create economic opportunities for themselves. This was expressed by informant A:

"...Ever since my husband passed away in September 2024, I have had to manage everything myself—both the housework and the selling. We do not live in this shop; we have a house nearby, so we come here when the shop opens. Working to meet the needs of my family has become my obligation since my husband's passing. But I am also helped by my child, who—alhamdulillah—has become a police officer..." (Interview, November 2024)

From the interview with informant A, it can be understood that the *momprenneur's* decision to seek income outside the home stems from a desire to meet family needs. The level of *momprenneur* participation in the labor force thus reflects the degree of accessibility to, and economic opportunities available within, the local context. Beyond circumstances of necessity, labor force participation is also driven by the desire to capitalize on available market opportunities. This was expressed by informant IR, a vendor of second-hand shoes:

"...I chose to sell second-hand shoes because I saw that the market opportunity in Majene was promising, and most importantly, the working hours are flexible. As a homemaker, I have to be smart about finding a business that does not bind my time the way office work does, so that household expenses can still be covered without having to neglect my children, who still need attention..." (Interview, November 2024)

Mompreneurs often start businesses because of the flexibility that MSMEs offer compared to formal employment, enabling them to manage their time between household and professional responsibilities. However, socio-cultural factors such as stigma against working women continue to serve as obstacles in some areas, prompting women to seek creative solutions such as working from home or starting community-based businesses. Institutional support—including vocational training and access to credit—is equally important in boosting women's labor force participation. Meanwhile, gender inequality in formal employment opportunities frequently compels women to seek alternatives through entrepreneurship, with MSMEs serving as a strategic solution that enables women to fulfill dual roles as homemakers and income-earners.

Domestic Workload

The domestic workload indicator represents one of the primary challenges facing *mompreneurs* who wish to participate in MSMEs. As women who bear primary

responsibility for household management, they frequently encounter constraints of time and energy that limit their capacity to operate a business. This burden encompasses tasks such as childcare, housecleaning, cooking, and meeting other family needs. Gender inequality in the domestic division of labor often exacerbates this situation. In many communities, women are still expected to prioritize domestic duties over work or business activities, requiring *mompreneurs* to find ways to balance their roles. The challenge of domestic workload was articulated by informant M, a vendor of cooked side dishes:

"...Running a side-dish stall means I have to wake up very early in the morning and start working in the kitchen. The biggest challenge is dividing my time, because I have to cook two large portions: one for family consumption at home, and one for the dishes to be sold at my stall. Sometimes I am physically exhausted, but what else can I do—this is all to help with our household finances..."
(Interview, November 2024)

Addressing domestic workload burdens typically requires the involvement of other parties, primarily other family members—especially partners. Support from husbands or other family members in sharing domestic tasks can create space for women to focus more effectively on their businesses. It is important to note, however, that the domestic workload can also serve as a motivation for *mompreneurs* to start a business—some women launch small enterprises as a means of generating supplementary income without having to leave home. The domestic burden can thus simultaneously constitute both a challenge and an opportunity, depending on how the *mompreneur* manages her particular circumstances.

Access to Education and Training

Access to education and training constitutes a foundational prerequisite for *mompreneurs* seeking to enhance their participation in MSMEs. Formal education provides the knowledge required to understand entrepreneurial concepts, while further training supplies the practical skills necessary for running a business. In this context, access to education frequently determines the level of *mompreneur* success. However, in the present study, the majority of informants reported that they had never participated in any entrepreneurship – or MSME – related training, indicating a significant gap in service provision that warrants urgent attention from relevant authorities.

Gender Role Division within the Family

The gender role division within the family significantly affects *mompreneurs'* capacity to participate in MSMEs. In many cultures, women continue to be regarded as the primary bearers of domestic responsibilities, while men are more frequently identified as the principal breadwinners. This imbalance can restrict the time and energy available to women for focusing on their businesses. Families that embrace gender equality tend to afford women greater freedom to pursue economic opportunities, and husbands who are willing to share domestic responsibilities can enable women to be more productive in their business activities.

The importance of cooperation and equitable role division within the family was expressed by informant H, a toy balloon vendor:

"...Selling toy balloons like this is usually only busy in the afternoon or when there are crowded events at the town square. So from morning to midday I focus entirely on managing the house, cooking, and bathing the children. In the afternoon, I go out to sell. Fortunately, my husband is very understanding—when

he is on days off, he does not hesitate to help pump up the balloons or takes turns looking after the children at home. Without that kind of role-sharing and support from my husband, honestly I would be overwhelmed.” (Interview, November 2024)

Gender inequality within the family frequently impedes *momprenneur* development. Women who feel burdened by the social expectation to ‘attend to the household first’ may find it difficult to allocate time for managing their business. Conversely, the gender role division can also serve as a motivation for women to start a business, with some *mompreneurs* viewing entrepreneurship as a means of demonstrating their independence or challenging gender stereotypes. In such cases, family support becomes a decisive factor in the success of their enterprises.

Work–Life Balance

Work–life balance is another important dimension in assessing *momprenneur* participation. Running a business while simultaneously fulfilling the role of a homemaker demands exceptional time management and emotional regulation capabilities in order to prevent stress and role conflict. This was experienced directly by informant M, a vendor of cooked side dishes:

“...Alhamdulillah, running a side-dish stall keeps me busy only from early morning until midday. After the noon prayer, the food is usually sold out or very little remains, so I can return home. From the afternoon until the evening, that time is entirely mine—to rest and spend time with my children. So the balance between work and personal life can still be maintained; I am not stressed from selling all the time...” (Interview, November 2024)

Nevertheless, the challenge of maintaining time boundaries persists, particularly for *mompreneurs* who utilize digital technology in their businesses. The ease of conducting business from home can sometimes blur the boundary between working time and family time, as expressed by informant N, a cosmetics vendor:

“...The challenge with selling cosmetics online is that you have to keep your phone on standby at all times. Sometimes, if you do not set limits, you end up responding to customer orders until late at night. So now I have made my own rule: once it is past 8 in the evening, I respond slowly. I want to focus on helping the children study and getting some rest. You have to be smart about knowing when to put the phone down so that family life remains harmonious...” (Interview, November 2024)

From the above accounts, it can be understood that the ability to set personal boundaries is a decisive factor in achieving work–life balance. The flexibility inherent in MSMEs affords women the space to redefine their own working hours autonomously, so that economic contribution need not come at the cost of psychological well-being and emotional closeness with the family.

Social and Policy Support

Social and policy support constitutes an important indicator for assessing *momprenneur* participation. *Momprenneur* participation in the MSME sector cannot be separated from the surrounding support ecosystem. This support is divided into two categories: informal social support (from family, neighbors, and fellow traders) and formal policy support (government programs, regulations, and capital assistance).

Within the field context, informal social support proved to be the strongest pillar sustaining the existence of their businesses.

Social solidarity among traders and the moral support of family served as a safety net for informant A, a rice vendor, following the passing of her husband:

"...My greatest support comes from my children and fellow traders here at the market. Since my husband passed away, neighbors have often helped whenever I struggle to lift heavy sacks of rice onto the scale. As for support from the government or any special policy for those of us running small stalls like this, honestly, so far there has been no direct assistance or dedicated mentoring specifically for single mothers like me..." (Interview, November 2024)

Accordingly, policies that promote gender equality—such as tax incentives for couples who share childcare responsibilities or public awareness campaigns—can create a more supportive environment for *mompreneurs*. Gender role division within the family is therefore not merely an individual matter but also a structural issue requiring broad, systemic attention.

CONCLUSION

Momprenuer participation in the MSME sector in East Banggae District, Majene Regency, is strongly driven by internal motivation to support family finances and by the business flexibility that allows them to fulfill dual roles as homemakers and economic actors simultaneously. Amid structural challenges – including heavy domestic workloads and limited access to formal entrepreneurship training – the *mompreneurs* in this study demonstrated the capacity to sustain their businesses and maintain work-life balance by establishing adaptive time boundaries and making judicious use of technology. The success and resilience of their enterprises rest heavily on informal social safety nets, manifested in the form of cooperative commitment from husbands in household task-sharing and solid solidarity among fellow market traders, while direct mentoring programs and formal assistance from local government are assessed as still insufficiently felt by these *mompreneurs*.

In terms of its contribution to gender studies, this research enriches the body of knowledge on women's entrepreneurship by presenting empirical perspectives grounded in the local Mandar context, which has thus far been underrepresented in academic literature. The findings demonstrate that *mompreneurs* actively negotiate prevailing socio-cultural norms – leveraging values of kinship and community solidarity as social capital while simultaneously establishing adaptive personal boundaries to sustain role equilibrium. This aligns with a gender perspective that emphasizes women's agency as a transformative force, rather than merely a passive response to structural pressures. In doing so, this research contributes to a broader theoretical understanding of how gender equality operates contextually and in layered ways at the level of local communities.

In practical terms, the findings of this study carry several important implications for efforts to empower women-led MSMEs at the local level. *First*, the lack of access to formal entrepreneurship training experienced by all informants indicates a service gap that local government and relevant institutions must urgently address. Training programs designed for *mompreneurs* need to account for their distinctive time constraints by offering flexible, short-duration, community-based training sessions that do not conflict with their domestic responsibilities. *Second*, the strong reliance of *mompreneurs* on informal social support suggests that strengthening inter-trader networks and women's business groups may prove to be a more effective and

sustainable empowerment strategy than individual-oriented approaches alone. *Third*, there is a need for gender-responsive and culturally informed business mentoring programs in which mentors understand the dynamics of *siri'* values and Mandar family relations, so that the interventions provided can be contextually accepted and implemented by mompreneurs.

Based on these empirical findings, this study puts forward several recommendations. For the Majene Regency local government, there is an urgent need to design village-level entrepreneurship training programs specifically targeting *mompreneurs*, with modules relevant to local business types and accommodating their time constraints. For the Office of Cooperatives and MSMEs (Dinas Koperasi dan UMKM), a more inclusive and gender-responsive data collection mechanism is needed to identify and prioritize *mompreneurs* who have thus far been beyond the reach of assistance programs. For scholars and future researchers, further studies exploring *mompreneur* experiences across various sub-districts in Majene Regency – including the integration of husbands' and family members' perspectives – would be highly valuable for producing a more holistic understanding and more precisely targeted policy recommendations. Larger-scale quantitative research is also warranted to test the extent to which these qualitative findings can be generalized to broader contexts.

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