

Strengthening Mawar Melati Women Farmers Group Capacity to Improve Family Economic Resilience in Oo Parese Village

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ABSTRACT

This community empowerment program implemented by PT. Hannah Asa Indonesia focused on strengthening the entrepreneurial and financial management capacities of the Mawar Melati Women Farmers Group (KWT) in Oo Parese Village, Sigi Regency. Prior to the program, group members lacked a systematic approach to financial recording and cost management in their business operations. Through the training, participants learned to calculate Cost of Goods Sold (COGS), determine appropriate selling prices, and maintain accurate daily financial records. They also developed marketing and presentation skills, including the preparation of business profiles and pitch decks. The program employed a combination of interactive workshops, mentoring, and practice-based learning. As a result, participants became more confident in presenting their businesses to potential investors and partners. The findings demonstrate that continuous capacity building and mentoring effectively enhance women's entrepreneurial roles, contributing to improved family welfare and local economic resilience.

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INTRODUCTION

Women's empowerment is central to rural development because women are not merely beneficiaries of development but also agents of change who strengthen family economic resilience, food security, and community welfare. In agricultural communities, women farmers contribute to household livelihoods through productive, managerial, and entrepreneurial activities (Harahap et al., 2025; Hastuti et al., 2025). However, their economic potential is often constrained by limited access to technology, market information, capital, training, and entrepreneurial support systems (Fibriana et al., 2020; Yulia et al., 2023). These constraints reduce women's capacity to manage

productive assets, improve business performance, and participate more strategically in local economic development.

Community empowerment is a systematic process of strengthening individual and collective capacity through knowledge, skills, attitudes, and institutional support. In rural areas, empowering women farmers is particularly important because it contributes to household income, food security, local productivity, and social resilience (Noventi, 2017). Group-based empowerment also improves women's managerial capacity, confidence, social participation, and economic independence through participatory training and mentoring (Hastuti et al., 2025; Putra & Senjawati, 2024). Therefore, rural women's empowerment should not be limited to temporary assistance; it requires structured capacity building, continuous mentoring, and practical knowledge that can be directly applied to everyday business activities.

In Indonesia, the Women Farmers Group, known as *Kelompok Wanita Tani* (KWT), serves as a strategic community-based institution for strengthening women's participation in the agricultural sector. Through training, mentoring, and socio-economic networking, KWTs can enhance women's creativity, productivity, entrepreneurial skills, and household economic resilience (Fibriana et al., 2020; Putra & Senjawati, 2024). Women also perform productive roles to generate income and support household needs, particularly in rural farming communities (Hastuti et al., 2025). Nevertheless, the effectiveness of KWT-based empowerment depends on sustained institutional support, adequate production facilities, and collaboration among government agencies, universities, private institutions, and local communities (Putra & Senjawati, 2024).

Digital technology and market-oriented entrepreneurship have created new opportunities for rural enterprises to expand markets and improve competitiveness. Yet many rural business actors still lack adequate competencies in digital marketing, business planning, financial literacy, and production cost management (Fibriana et al., 2020). Limited access to capital, digital literacy, and institutional networks further constrains the growth of rural microenterprises (Yulia et al., 2023). This condition highlights the need for practical training in business governance, cost of goods sold (COGS) calculation, selling price determination, product marketing, and pitch deck preparation. Such training is essential to help rural entrepreneurs make more accurate business decisions, communicate product value, and sustain market-oriented growth. It also enables women to transform local resources into viable products with stronger financial accountability and clearer market positioning.

Based on these issues, this community service program was conducted to strengthen the entrepreneurial capacity of the Mawar Melati Women Farmers Group (KWT) in Oo Parese Village, Sigi Regency. Implemented by Hannah Asa Indonesia under Forest Program III (FPIII), the program supports community welfare in the Lore Lindu National Park and Biosphere Reserve area. Local business actors mainly faced weak financial management, limited understanding of production cost calculation, and inadequate business presentation skills. These weaknesses may hinder business growth, reduce profitability, and limit access to wider markets and partnerships (Fibriana et

al., 2020; Yulia et al., 2023). Therefore, this program provided practical training and mentoring in financial management, COGS calculation, business profile development, and pitch deck preparation to improve women's entrepreneurial capacity, family economic resilience, and the sustainability of rural community-based enterprises and inclusive local value chain development in the local village context.

METHODS

This community service program employed a participatory empowerment approach involving 11 members of the Mawar Melati Women Farmers Group (KWT) in Oo Parese Village, Sigi Regency. The program was designed to strengthen participants' entrepreneurial capacity, particularly in financial management, Cost of Goods Sold (COGS) calculation, selling price determination, business profile development, and pitch deck preparation. The implementation consisted of three stages: pre-implementation, training, and post-training mentoring. The pre-implementation stage included coordination with KWT management, identification of training needs, and preparation of learning materials.

During the training stage, participants received interactive explanations, group discussions, and hands-on practice in calculating production costs, determining appropriate selling prices, preparing business profiles, and presenting business ideas through pitch decks. The post-training stage focused on mentoring participants to apply the acquired knowledge in their daily business activities, particularly in financial recording and business management. Program evaluation was conducted through observation of participant engagement, assessment of COGS calculation practices, evaluation of pitch deck outputs, and participant feedback. The results of monitoring and mentoring were used to assess program effectiveness and to improve future capacity-building activities.

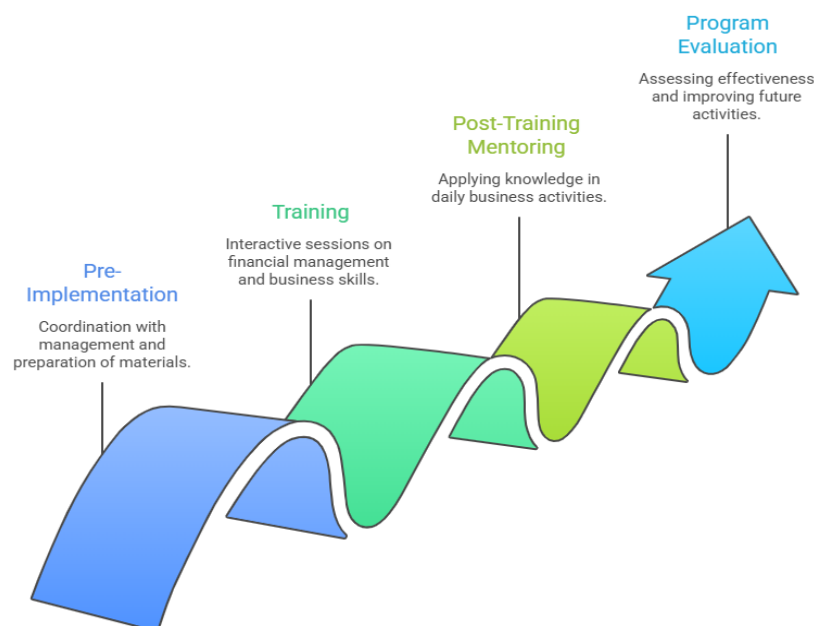


Figure 1. Strengthening Entrepreneurial Capacity

RESULTS AND DISCUSSION

The empowerment program for the Mawar Melati Women Farmers Group (KWT) in Oo Parese Village was implemented through participatory training, direct mentoring, and field-based practice. The participants demonstrated strong engagement throughout the program, particularly during the sessions on business governance, Cost of Goods Sold (COGS) calculation, product marketing, and pitch deck preparation, as shown in Figure 2. This participatory approach enabled participants not only to receive theoretical knowledge but also to directly apply the materials to their agricultural and household-based business activities.

The training activities were designed to strengthen participants' practical business competencies. The facilitators introduced key concepts of agricultural business management, production cost calculation, selling price determination, risk management, and business presentation. These materials were highly relevant because most participants had previously managed their businesses informally, relying mainly on experience, market habits, and spontaneous decision-making rather than systematic financial records. The practical session on COGS calculation and pitch deck preparation provided participants with direct experience in calculating production costs and structuring their business ideas more clearly, as shown in Figure 3.

Prior to the training, most members did not calculate production costs comprehensively. Selling prices were generally determined based on market prices or common practices without considering raw materials, labor, fuel, packaging, and other operational costs. As a result, several participants were unable to determine accurately whether their businesses generated profit or loss. This condition reflects a common challenge among micro and rural enterprises, where weak financial documentation limits business planning, access to financing, and evidence-based decision-making ([Resmi et al., 2021](#); [Wijayangka et al., 2022](#))



Figure 2. Business Governance, COGS Calculation, Product Marketing, and Pitch Deck Training



Figure 3. COGS Calculation and Pitch Deck Training Session.

After the training, participants began to understand the importance of COGS calculation, financial recording, business profile preparation, and structured product presentation. The changes in participants' capacity before and after the training are presented in Table 1.

Table 1. Changes in Participants' Capacity Before and After the Training

Training Material	Before the Training	After the Training
Introduction to Pitch Deck	Participants did not understand the concept and function of a pitch deck in business communication.	Participants understood the meaning, strategic function, and role of pitch decks in presenting business ideas and attracting partners or investors.
COGS Calculation	Participants sold products without calculating total production costs, which increased the risk of unrecognized losses.	Participants were able to calculate COGS systematically, including raw materials, labor, and operational costs, to determine more appropriate selling prices.
Business Profile Development	Participants did not have clear and informative business profiles; product identity and competitive advantages were not well documented.	Participants were able to prepare concise business profiles that highlighted product identity, uniqueness, and market potential.
Presentation Training	Participants lacked confidence and presented business ideas in an unstructured manner.	Participants became more confident, organized, and communicative in presenting their business ideas.

The most significant outcome of the program was the improvement in participants' financial literacy and business decision-making capacity. By learning how to calculate COGS, participants were able to identify the real cost structure of their products and estimate profit margins more accurately. This improvement is important because systematic financial recording enables microbusiness actors to monitor business performance, strengthen credibility, and make more rational decisions based on financial data (Maris et al., 2022; Nurani et al., 2025). One tangible output of the training was the preparation of simple financial reports by participants, as shown in Figure 5.

A concrete example of this improvement was demonstrated by Mrs. Neltin, one of the group members who manages a corn farming business. After the training, she began recording production costs more carefully, including land preparation, seeds, fertilizer, and other operational expenses. This practice enabled her to assess business feasibility and calculate profit margins more accurately. Financial recording was also gradually applied to household financial management, indicating that the program contributed not only to business sustainability but also to better family financial control.

The discussion with Mrs. Elvi Sambeda, the head of KWT Mawar Melati, further confirmed the practical benefits of the program, as shown in Figure 4. She stated that the training helped members understand the importance of recording income and expenses, particularly in managing household needs such as children's education. The group also reported improved business performance, including monthly business revenue of approximately IDR 20,000,000 and daily revenue of IDR 1,700,000 during an agroforestry festival. This achievement was considerably higher than several other participating groups, which earned around IDR 200,000 per day.



Figure 4. Training and Discussion Session with Mrs. Elvi Sambeda

In addition to financial management, the pitch deck and product marketing training enhanced the group's ability to communicate product value more persuasively. The use of product testers, attractive business profiles, and clearer product narratives contributed to positive market responses, including strong sales of processed products such as fried shallots during an exhibition in Makassar. This finding supports the view that business training can strengthen the competitiveness of rural microenterprises when technical production skills are integrated with marketing, communication, and entrepreneurial capacity building (Mukti Diapepin et al., 2024; Tresnasari & Zulganef, 2023).

Overall, the program encouraged a shift from informal, experience-based business practices toward more systematic, data-informed, and sustainability-oriented business management. The training on COGS calculation and pitch deck preparation strengthened participants' technical skills, confidence, and entrepreneurial mindset. These findings indicate that participatory empowerment can enhance women's roles in rural entrepreneurship, improve family economic resilience, and support the development of more competitive community-based enterprises.

Laporan Arus Kas
Kelompok Mawar Melati Desa Oo Parese Kecamatan Kulawi Selatan Kabupaten Sigi
Okt sd Des 2023

Bulan	Deskripsi	Satuan	Harga	Total	Ket
Oktober 2023	Kopi roasting 15kg=1.500.000	15	100.000	1.500.000	
Oktober 2023	Kopi bubuk murni 150gr 75pcs	75	20.000	1.500.000	
Oktober 2023	kopi jahe merah 150gr 60pcs.	60	20.000	1.200.000	
Oktober 2023	Kopi tumbuk tradisional 150gr 80pcs.	80	20.000	1.600.000	
Oktober 2023	Kopi bubuk murni 200gr 55pcs	55	25.000	1.375.000	
Oktober 2023	Bawang garing 150pcs 30.000	150	30.000	4.500.000	
Oktober 2023	Gula semut 38 pcs.20.000	38	20.000	760.000	
Oktober 2023	Saraba bubuk 72 pcs	72	15.000	1.080.000	
Oktober 2023	Gula aren cair	20	25.000	500.000	
Oktober 2023	Minyak kelapa kampung 23 botol.	23	25.000	575.000	
Oktober 2023	Kembang goyang 20 pcs	20	12.000	240.000	
Oktober 2023	Gula aren 250kg	250	22.000	5.500.000	
				0	
				0	
Total				20.330.000	

Bulan	Deskripsi	Satuan	Harga	Total	Ket
November 2023	Kopi roasting 10 kg	10	100.000	1.000.000	
November 2023	Kopi bubuk murni 150 gr	125	20.000	2.500.000	
November 2023	kopi jahe merah 150 gr	80	20.000	1.600.000	
November 2023	Kopi tumbuk tradisional 150 gr	115	20.000	2.300.000	
November 2023	Kopi bubuk murni 200 gr	80	25.000	2.000.000	
November 2023	Bawang garing 250 pcs	215	30.000	6.450.000	
November 2023	Gula semut 200 gr	55	20.000	1.100.000	
November 2023	Sarabba Bubuk	86	15.000	1.290.000	
November 2023	Gula aren cair	15	25.000	375.000	
November 2023	Minyak kelapa kampung	20	25.000	500.000	
November 2023	Kembang Goyang	30	12.000	360.000	
November 2023	Gula Aren	270	22.000	5.940.000	
Total				25.415.000	

Bulan	Deskripsi	Satuan	Harga	Total	Pembeli
Desember 2023	Kopi roasting 27 kg	27	100.000	2.700.000	
Desember 2023	Kopi bubuk murni 150 gr	250	20.000	5.000.000	
Desember 2023	kopi jahe merah 150 gr	100	20.000	2.000.000	
Desember 2023	Kopi tumbuk tradisional 150 gr	150	20.000	3.000.000	
Desember 2023	Kopi bubuk murni 200 gr	100	20.000	2.000.000	
Desember 2023	Bawang garing	250	30.000	7.500.000	
Desember 2023	Gula semut 200 gr	75	20.000	1.500.000	
Desember 2023	Saraba bubuk 100 pcs	100	15.000	1.500.000	
Desember 2023	Gula aren cair 25 botol	25	25.000	625.000	
Desember 2023	Gula aren 350 kg	350	22.000	7.700.000	
				0	
				0	
Total				33.525.000	

Total Omzet				79.270.000	
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Figure 5. Financial Report Prepared by Participants After the Training

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