



EMPOWERING WOMEN ENTREPRENEURS' GOOD HEALTH AND WELL-BEING THROUGH EDUCATION AND ACCESS TO QUALITY HEALTHCARE

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ABSTRACT

Nowadays, business opportunities are wide open, including for women who are usually marginalized. Being a female entrepreneur certainly has its own challenges. The challenges will be even greater if women also act as wives and mothers. PPUMI Women's community, often face the problems that women with multiple roles have difficulty finding balance in dividing their time between work, family and themselves. Often their mental and physical health is disturbed. In fact, to increase one's capabilities so that one can carry out tasks with various roles carried out in social life, awareness is needed to care for and maintain one's own sanity. Therefore, the UNJ Community Service team aims to holding seminars and online consultations regarding women's empowerment so that they can grow their mental and mental capacity in balancing multiple or more roles in social life in society. The invited speakers are expert speakers who have experienced similar problems but have succeeded in growing their capacity and ability to deal with them with total number of participants are more than 30. We hope that the target partners for this community service can experience the same thing and continue to grow.

Keywords:

Empowering Women, Entrepreneurs,
Good Health, Well-being, Quality
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INTRODUCTION

Balancing the roles of a mother, a wife, and an entrepreneur concurrently presents a multifaceted challenge that demands meticulous time management, emotional resilience, and adaptability. Juggling these distinct yet interconnected responsibilities often entail navigating a complex web of priorities, where each facet demands attention and dedication (Shah & Lim, 2023). From the relentless demands of nurturing a family to the pressures of sustaining a thriving business, individuals find themselves constantly negotiating between personal and professional obligations. In the realm of motherhood, the responsibilities extend far beyond mere physical caretaking. Mothers are entrusted with the monumental task of fostering emotional well-being, instilling values, and nurturing growth in their children (Emmanuel Batholomew & Cyprian Binaka, 2017)

The demands of parenthood require unwavering commitment and flexibility, as mothers strive to strike a delicate balance between being present for their children and pursuing their entrepreneurial ambitions. Managing the intricate dynamics of family life while concurrently attending to the needs of a growing business can be emotionally taxing, often leaving individuals grappling with feelings of guilt or inadequacy. Furthermore, navigating the terrain of entrepreneurship entails its own set of challenges, marked by uncertainty, risk-taking, and relentless dedication. As entrepreneurs, individuals are tasked with steering their ventures towards success, often encountering setbacks and obstacles along the way.

The demanding nature of entrepreneurial pursuits necessitates a significant investment of time, energy, and resources, which can sometimes encroach upon personal and family life. Striking a harmonious equilibrium between the demands of entrepreneurship and the responsibilities of motherhood and marriage requires ingenuity, perseverance, and a supportive network of allies. In this intricate dance of roles, individuals often find themselves harnessing their inherent resilience and resourcefulness to navigate the complexities of simultaneously being a mother, a wife, and an entrepreneur (Jefferson, 2023).

The same thing is also felt by women who are members of the PPUMI community. As wives, mothers and entrepreneurs, they often experience stressful days both in terms of career and household problems. It is difficult to find a balance in life and often their physical and mental health is disturbed. In fact, to become a great and empowered woman, it is important for each individual to pay attention to the balance of their own physical and mental health before trying to be a hero for those around them.

Based on field observations and interviews with the PPUMI community, the problems faced including: many members of the PPUMI community find it difficult to balance their time between work and personal life, feel too busy with the multifaceted challenges of being a wife, mother and entrepreneur so they put themselves aside and slowly lose their identity, feel overwhelmed by the existing challenges, which results in increased stress and poor emotional regulation.

In order to overcome all forms of problems above, solutions are needed for PPUMI partners to increase their capacity in terms of managing time, regulating emotions, maintaining mental and physical health and balancing personal and work life. Therefore, the solution we offer is an online empowerment seminar equipped with discussion and consultation sessions with resource persons who have experienced similar problems and have successfully handled them.

Women in this modern era have the opportunity to have multiple roles. Many working mothers experience this condition. Apart from being a wife and mother at home, working women also have responsibilities towards their work. Therefore, they are vulnerable to stress and problems with their mental health. Therefore, the aim of this community activity is to provide education to the entire community, especially women, so that they have in-depth competence related to understanding mental health and its regulations, which is held through online seminars for Women's Empowerment of Indonesian MSME members. There are detail agendas in that online seminar which includes representation from speaker, discussion between speaker and audience, event evaluation and documentation.

LITERATURE REVIEW

Community service activities in the form of seminars are conducted effectively and efficiently in order to maximize the expected outcomes with the appropriate organizational strategies. The theoretical analysis in this activity highlights the challenges faced by women entrepreneurs who must juggle dual roles as mothers and wives. The mental burden and social expectations often lead to stress and mental health issues for women managing these dual roles. These roles encompass responsibilities in managing a business, taking care of the family, and maintaining personal well-being. According to Shah and Lim (2023), working women often face challenges in balancing mental loads, gender norms, and social expectations, all of which can contribute to significant emotional stress.

These challenges not only impact mental health but also their performance in various aspects of life. Emmanuel Batholomew and Cyprian Binaka (2017) highlight that women with dual roles often struggle to maintain a balance between personal and professional life, which ultimately affects their overall productivity and well-being. Their research indicates that family and community support is crucial in helping women manage these diverse demands.

Additionally, Jefferson (2023) examines mental well-being strategies for entrepreneurs and finds that community support plays a vital role in helping women entrepreneurs achieve positive business outcomes. This support can come in the form of support groups, mentors, or professional networks that provide advice and practical assistance. This suggests that community-based interventions can have a significant impact on the mental well-being and business success of women entrepreneurs.

Another study by Greenhaus and Allen (2020) shows that effective time management and equitable distribution of responsibilities at home can help reduce the stress experienced by women managing dual roles. They suggest that women should be involved in decision-making regarding the division of household and work tasks to create a more supportive and balanced environment.

Furthermore, research by Eddleston and Powell (2021) emphasizes the importance of work flexibility for women entrepreneurs with dual roles. They found that flexibility in work hours and locations can help women better manage the demands of work and family, thereby reducing stress levels and increasing job satisfaction. This flexibility also allows women to more easily adjust their schedules to meet family needs without compromising business performance.

Regarding mental health aspects, a study by Russo and Waters (2018) found that intervention programs focusing on stress management and mental well-being can be very effective in helping women entrepreneurs cope with the pressures they face. These programs include relaxation techniques, time management, and coping strategies designed to enhance resilience and emotional well-being. Overall, these studies show that the challenges faced by women entrepreneurs managing dual roles are very complex and require a holistic approach to address them. By providing community support, work flexibility, and mental health intervention programs, women entrepreneurs can better manage their burdens and achieve a more balanced personal and professional life.

MATERIAL AND METHOD

This community service is addressed to Pemberdayaan Perempuan UMKM Indonesia (PPUMMI) members as partners in this activity. The consideration of choosing this partner is the urgency of PPUMMI members where currently women with dual roles, namely as mothers and workers, have the opportunity to have problems with their mental health. So, the solution problem from the team is there is an online seminar entitled Empowering Women Entrepreneurs' Good Health and Well-being through Education and Access to Quality Healthcare.

The activity is conducted online using Zoom. Participants include PPUMMI members from Malaysia, Lampung, Jakarta, and several students and lecturers from Universitas Negeri Jakarta, totalling around 30 people. The community service activity was held on June 8, 2024, from 15:00 to 18:00 WIB. By Allah's grace, the community service went smoothly from the opening of the event until the closing. The activities were as follows:

The first day of this activity began with a welcome speech by the Vice Dean of Student Affairs, who also officially opened the event, followed by a speech from a PPUMMI Community Representative. The event was attended by female participants from the PPUMMI community, lecturers, and students.

Technically, online seminar activities will be carried out with classical methods. This method is carried out with a lecture approach or presentation of material from the speakers. After the presentation, a question and answer session will be opened. So it is hoped that the audience will be able to confirm what they get. The target participants are expected to be all members of the PPUMMI.

There are two partners in this community service. The first is the partner from Interaff Europe. Interaff Europe is an independent private investor that has invested capital in agriculture exporter companies, infrastructure projects, mineral water companies, and food service businesses. The founder of Interaff Europe would be an expert speaker in this community service. The second partner is Pemberdayaan Perempuan UMKM Indonesia community. The members of this community would be participants in online seminars. Hopefully, there will be good collaboration between the two partners, and this community service could be a good implementation program. Hereby, the stages of sustainable community service activities are described in the table below:

Table 1. The Stages of Sustainable Community Service Activities

No	Activity	Sub Activity	Success Indicator
1.	Goal Setting	Identify partner needs	Partner needs are identified with specifics
		Setting training or seminar goals	Decision who is the speaker
		Consultation with partners	All the partners Involved
2.	Planning	Designation of the resources involved	Have the necessary resources
		Determination of activities carried out	There is a date of implementation
3.	Training and Development	Provide an understanding of activity participation	Active participation from PPUMMI
4.	Measurement & Evaluation	Activity participant satisfaction survey	The survey obtained has a good satisfaction score from the audience.

In order to support this community service activity, various cross-scientific fields are needed. Therefore, in this team consists of:

1. Human resources, in this case the service team can further examine the emotional and cognitive sides of partners as targets of activities.
2. Marketing, expertise in this field can help in communicating to partners, especially partners as activity speakers.
3. Technology, expertise in this field can help in the process of activities that will be carried out online.
4. Finance, Expertise in this field helps the course of activities in terms of financial resources program

implementation.

The following table is the division of duties of service activities according to their respective areas of expertise.

Table 2. Name of Team and Area Expertise

No.	Name	Position	Area of Expertise	Assignment
1	Dewi Agustin Pratama Sari, S.E.,M.S.M.	Leader	Marketing	Coordination all the member of the team and external parties
2	Rizki Firdausi Rachmadania, SE., M.SM	Member	Human Resource Development	Analyze the needs of target beneficiary partners
3	Dicky Iranto, SE., M.SE	Member	Education of Economic	Analyze the needs of target beneficiary partners
4	Nuramalia Hasanah, M. Ak	Member	Finance	Analysis of financial needs of activities
5	Erika Takidah, M. Si	Member	Finance	Analysis of financial needs of activities
6	Hania Aminah, S.Pd., MM., Ph.D.	Member	Human Resource Development	Analyze the needs of target beneficiary partners
7	Muhammad Ikhwan, S.Pd., M.Pd	Member	Education of Technology	Analysis of technology requirements during the implementation of activities

Every community service endeavor necessitates identifiable outcomes and achievement objectives to pursue. These serve video documentation, and IPR certificates. These additional outputs aim to raise awareness among the public about the community service being conducted and its positive impact on the targeted MSMEs.

The expected results from the implementation of this community service which is carried out in the form of training, consultation and mentoring are: recognizing the importance of access to education and quality health services for the well-being and mental health of women entrepreneurs, know and

understand how to stay sane in the middle of stressful days, enhance self-awareness in utilizing the resources and privileges available to maintain a healthy balance of emotional regulation and harmony between work and private life.

Table 3. The Output and Achievement Targets

No	Description	Outer	Achievements
1	Final Report	Final report of first year service activities	Reported
2	Proof of student involvement	Report of student involvement	Reported
3	Activity Videos	Documentation video uploaded on YouTube	Posted
4	Publication in mass media	Publications in mass media such as Kompasiana and Medium	Posted
5	Intellectual property rights	Intellectual Property Rights Certificate	Granted
6	Recognition Letter from partner/Partner Statement regarding the increase in Partner empowerment	Letter of Recognition from partner	Reported
7	Evidence of Community Service Collaboration Partnership	<i>Implementation of Agreement</i>	Reported

RESULT AND DISCUSSION

This community service activity partners with Komunitas Pemberdayaan Perempuan UMKM Indonesia (PPUMMI), which has members across Indonesia and Malaysia. The activity is conducted online using Zoom. Participants include PPUMMI members from Malaysia, Lampung, Jakarta, and several students and lecturers from Universitas Negeri Jakarta, totaling around 30 people. The community service activity was held on June 8, 2024, from 15:00 to 18:00 WIB. By Allah's grace, the community service went smoothly from the opening of the event until the closing. The activities were as follows:

The first day of this activity began with a welcome speech by the Vice Dean of Student Affairs, who also officially opened the event, followed by a speech from a PPUMMI Community Representative. The event was attended by female participants from the PPUMMI community, lecturers, and students. After the opening, the session continued with a presentation by an experienced speaker, providing insights, tips, and ways to excel as a woman with dual roles. The speaker also shared strategies for achieving work-life balance, including Setting realistic goals, good time management, delegating tasks, gaining family support and networking. At the end of the session, questionnaires were distributed for activity evaluation.

From the questionnaires distributed to 30 participants, only 17 participants, or about 57% of those present, completed them. The challenges in filling out the questionnaires for other participants were due

to the activity time being close to Maghrib prayer which may intervene with the activity of the participant and the time difference for participants attending from Malaysia, resulting in only 57% of the questionnaires from participants being collected. The following is a summary of the questionnaire results based on the respondents' answers, as shown in the table below:

Table 4. The Result of Questionnaire

No	Questions	Average Respondent Answers
1	The speaker mastered the material.	4.625
2	Communicative speaker during the event.	4.5
3	Speaker provides opportunities for discussion and Q&A with the audience.	4.5
4	The speaker was on time and presented the material in an interesting manner	4.5
5	The event started on time.	4.375
6	The intent or purpose of this event is clear.	4.5
7	Adequate audio and visual facilities during the event	4.4375
8	Overall, the webinar went well	4.625

Based on the data above, the indicators for the questionnaire questions include the speaker, covering the presentation materials in the form of PowerPoint, the speaker's communication with the participants, the discussion during the activity between participants and the speaker, and the timing of the material delivery. Additionally, the evaluation includes the punctuality of the activity, and the facilities and infrastructure used during the activity.

Respondents gave high marks for the clarity of the presentation materials, with an overall satisfaction rate of 67%, indicating that participants were pleased with the seminar. The lowest score, at 43%, was for the punctuality of the activity, as it started 15 minutes later than scheduled. Furthermore, a 55% score was given for the speaker's communicativeness, the opportunity for participants to engage in discussions, the timely completion of the material, and the clear achievement of the seminar's objectives. From the evaluation results regarding facilities and infrastructure, it was found that the majority of participants felt that the provided facilities and infrastructure met their expectations. Similarly, the timing of the presentations and the exercises provided were satisfactory, with 67% of participants agreeing that the facilities were adequate (data attached).

Based on the results of this community service activity, participants provided the following feedback and suggestions to improve future events. Participants recommended stricter time management and better promotion, including socializing the events on the university's social media platforms. They also suggested organizing events on a continuous basis and enhancing technical preparations. Additionally,

incorporating quizzes with surprise gifts could make the events more engaging and enjoyable.

CONCLUSION AND RECOMMENDATION

The conclusions drawn from this community service activity report are as follows: the community service program has successfully enhanced the physical and mental well-being of women entrepreneurs in the PPUMMI community. Through educational approaches and access to healthcare services, participants gained a better understanding of the importance of balancing personal and professional life. The team of service providers, consisting of experts from various disciplines, managed to offer comprehensive solutions to the issues faced by women entrepreneurs. This demonstrates that interdisciplinary collaboration is crucial for addressing complex issues.

Conducting the program online via Zoom Meetings facilitated more dynamic and flexible interaction between speakers and participants. This method made it easier to access information and support, especially under circumstances that restrict face-to-face meetings. Support from the community has proven to be a vital factor in improving the mental well-being and business success of women entrepreneurs. Through this program, participants received the necessary support to cope with stress and challenges.

The program also highlighted the importance of effective time management and work flexibility to reduce stress. Participants were taught time management techniques to better handle household and work tasks. Evaluation through questionnaires indicated that participants were satisfied with the execution of the activity. However, there are areas for improvement, such as time management and event promotion. The following suggestions can be provided for the next community service: timely execution of activities with better time management is needed to improve discipline and effectiveness in future events. Efforts should be made to adjust the activity schedule by considering time zone differences and participants' schedules.

Secondly, expand the outreach of activities through university social media and other communication channels to attract more participants. Additionally, creative promotional media such as promotional videos or infographics can be used to attract potential participants. Third, develop a Sustainable Program by holding similar activities regularly to provide ongoing support to participants. Additionally, follow-up activities such as mentoring sessions or workshops are necessary to deepen participants' understanding of the material presented.

Moreover, improve Technology and Facilities by utilizing interactive technology to enhance participant engagement and involvement during the event. Adequate audio and visual facilities should also be provided to ensure optimal material delivery. Also, optimize Evaluation and Feedback by

enhancing the collection of evaluation data from participants to obtain more comprehensive feedback and utilizing the evaluation results to improve and refine future programs.

Furthermore, strengthen Community Support by developing a broader community support network to provide more holistic assistance to participants and seeking collaboration with other organizations that share similar goals and missions to reinforce the program's impact. By considering these conclusions and suggestions, it is hoped that future community service programs will be more effective and have a greater impact on the well-being of women entrepreneurs.

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