



Empowerment of Women Farmers as a Part of Combiphar's Sustainability Activity in Communicating Healthy and Herbaliving

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Abstract: This paper aims to present and discuss the initiative called "Combi Hope Women Empowerment" as a part of Combiphar's sustainability activity in communicating healthy and herbal living. The program focuses on empowering women farmers in promoting sustainable practices and herbal products in Indonesia. Through collaboration with local communities and relevant stakeholders, Combiphar aims to enhance the livelihoods of women farmers, promote gender equality, and raise awareness about the importance of healthy living. The paper provides an overview of the Combi Hope Women Empowerment program, including its objectives, key activities, and the involvement of women farmers in agricultural and herbal industries. It highlights the comprehensive support provided by the program, such as training, mentoring, and access to resources, to enhance the skills and capacities of women farmers. Additionally, the paper discusses the program's contribution to the development of the herbal industry and the economic empowerment of women in the operational areas of Combiphar. Furthermore, the paper emphasizes the importance of branding in effectively communicating the program's objectives and creating positive associations with the brand. It explores the concept of branding as a disciplined process of building awareness and expanding customer loyalty, and how Combiphar leverages branding strategies to differentiate its program and products from competitors. In conclusion, the paper underscores the significance of the empowerment of women farmers in promoting sustainable practices and herbal living. The Combi Hope Women Empowerment program serves as a noteworthy example of Combiphar's commitment to corporate sustainability and its contribution to the well-being of women, local communities, and the herbal industry in Indonesia.

Keywords: *Empowerment, Sustainability, Combiphar, Health Promotion*

1 Introduction

The herbal industry in Indonesia plays a vital role in meeting the health and well-being needs of the society. Indonesia is a country rich in biodiversity, with many herbal plants naturally growing in various regions. This diversity provides significant potential for the herbal industry in Indonesia. The herbal industry in Indonesia encompasses various segments, including traditional medicine, dietary supplements, body care products,

herbal beverages, and other health products. Several leading herbal companies in Indonesia have successfully built strong brands and are well-known both domestically and internationally.

One of the advantages of the herbal industry in Indonesia is the abundant diversity of natural resources. Herbal plants such as ginger, turmeric, ginger-like plant, bitter melon, katuk leaves, and many others have been traditionally used by the Indonesian people for health and medicinal purposes for centuries. The use of these natural ingredients forms the basis for herbal product development in Indonesia.

In addition to the wealth of natural resources, the herbal industry in Indonesia is also supported by the development of regulations that strengthen the supervision and safety of herbal products. The Indonesian government has issued regulations that govern the production, marketing, and labeling of herbal products to protect consumers and ensure the quality of marketed products.

In recent years, there has been an increased awareness among the public regarding health and well-being, which has also driven the growth of the herbal industry. Consumers are increasingly seeking natural products, free from harmful chemicals, and environmentally friendly. The demand for high-quality herbal products is growing, both in the domestic and international markets.

Challenges faced by the herbal industry in Indonesia include increased competition, protection of intellectual property rights, product innovation, and meeting stringent quality standards. However, with a commitment to quality, sustainability, and the development of safe and effective products, the herbal industry in Indonesia has great potential for further growth and benefits to the health and well-being of the society. One company that embodies sustainability principles is Combhipar.

Combhipar is a company that understands the importance of sustainability and the positive impact of the herbal industry on health and the environment. The company is committed to producing high-quality, safe, and environmentally friendly herbal products. The vision of Combhipar is to become a leading company in the field of healthcare, touching the lives of consumers through the improvement of individual and community health. This vision is realized through its mission, which is to strive for better consumer health quality through quality products and services that are affordable, promoting a healthy lifestyle, and providing added value and benefits to all stakeholders.

The main principle of Combhipar in using natural ingredients obtained through organic farming practices is a manifestation of its commitment to sustainability and environmental protection. By working with local farmers who practice sustainable farming methods, Combhipar ensures that the herbal ingredients used in their products are not contaminated with pesticides or harmful chemicals.

Organic farming has several important benefits. First, by not using pesticides and synthetic chemicals, organic farming helps minimize human exposure to harmful substances that can have negative health effects. This means that the herbal products produced by Combhipar are safe and free from pesticide residues. Second, organic farming also contributes to environmental sustainability. This farming method focuses on the

use of natural resources, such as organic fertilizers and environmentally friendly pest control methods. Thus, organic farming helps maintain soil fertility, minimize soil erosion, and preserve biodiversity.

Collaborating with local farmers also supports local economic growth. By purchasing raw materials from local farmers, Combhipar provides direct support to the farming community and promotes local economic development. This means that Combhipar's products not only provide health benefits to consumers but also have a positive impact on the local community and economy.

With the principle of using natural ingredients through organic farming practices, Combhipar reflects its commitment to sustainability and provides an example of the importance of an environmentally friendly herbal industry that has a positive impact on consumer health. Furthermore, Combhipar also engages in conservation and environmental protection efforts. The company invests in research and development to discover innovative ways to produce herbal products with a lower environmental footprint. Additionally, Combhipar prioritizes the use of eco-friendly packaging, such as recyclable materials or easily degradable materials.

Combhipar is committed to corporate social responsibility (CSR) and various social initiatives to improve the quality of life for communities. The company recognizes the importance of education and public awareness regarding the benefits of herbal products and the significance of sustainability. Through CSR programs, Combhipar strives to educate the public about the advantages of using herbal products and adopting a healthy lifestyle. They can conduct educational campaigns, host seminars or workshops, and provide useful information about the importance of health and the environment.

Additionally, Combhipar is involved in social activities focused on enhancing the quality of life for communities. They may donate to charitable institutions, support public health programs, or participate in community projects that contribute to social development and well-being. With a commitment to sustainability principles and efforts in corporate social responsibility, Combhipar makes a positive contribution to consumer health and the environment. An increasingly health and environmentally conscious society can trust Combhipar's herbal products as a friendly and responsible choice. Thus, Combhipar becomes not only a leader in healthcare but also contributes to improving the overall quality of life for communities.

Since mid-2021, Combhipar has launched a women empowerment program known as Combi Hope Women Empowerment. This program aims to enhance the livelihoods of women, particularly Women Farmer Groups and the Family Welfare Movement (PKK) in the vicinity of Combhipar Group's operational areas. This initiative aligns with the company's commitment to being a champion of a healthy tomorrow by improving the quality of its products in the prevention segment, including the procurement of quality herbal products.

Through Combi Hope Women Empowerment, Combhipar provides support to women in terms of skill development, education, and training to enhance their capabilities in managing farming businesses and other activities. The program also aims to improve

the well-being of women by providing better access to resources and economic opportunities.

In addition to empowering women, this program also contributes to Combiphar's commitment to improving the quality of its products in the prevention segment. Through the procurement of quality herbal products, the company strives to provide effective and beneficial preventive solutions for the community. As such, Combiphar focuses not only on the public health aspect but also on women's empowerment and the enhancement of economic sustainability in its operational areas. Through this program, Combiphar strives to provide women in Central Java with better access to quality education and relevant skill training aligned with the needs of the job market. Additionally, this program also promotes awareness of important issues such as gender equality, women's rights, and protection against violence towards women.

By actively involving women in this program, Combiphar hopes to influence positive change at the individual, family, and community levels. Through women's empowerment, the company aims to create a more inclusive and equitable environment in Central Java. Combiphar's initiative not only has a direct impact on the women involved but also gradually brings about sustainable changes in society. By making women's empowerment a primary focus in this CSR program, Combiphar contributes to advancing Indonesian women and creating a better future for them.

This is because through empowering women farmers and promoting a healthy lifestyle and the use of Combiphar's herbal products, the company has played a role in creating higher awareness in the community about the importance of maintaining health naturally and sustainably. Through this approach, Combiphar strives to improve the quality of life for communities and fulfill their vision of creating a healthier future for all.

2 Literature Review

2.1 Empowerment

The definition of empowerment states that it involves enhancing the assets and capabilities of individuals and groups from diverse backgrounds, enabling them to actively engage, influence, and hold institutions accountable for their actions. On the other hand, social inclusion is defined as the process of eliminating institutional barriers and creating incentives to ensure that individuals and groups from diverse backgrounds have equal access to resources and opportunities for development (Rahman, 2020 p. 154)

The empowerment process operates from the grassroots level, emphasizing the agency and actions of individuals and groups. It focuses on enabling them to take control of their own lives and participate actively in decision-making processes. In contrast, social inclusion requires broader systemic changes that may be initiated from higher levels, such as institutions and policies. It involves creating an environment where diversity is valued and where everyone has an equal opportunity to participate and benefit from social and economic development (Rahman, 2020 p. 155).

Both empowerment and social inclusion are important concepts in promoting equality and creating a more inclusive society. While empowerment focuses on strengthening individuals and groups to assert their rights and participate actively, social inclusion aims to address structural barriers and create a more equitable and accessible system for everyone. Combining efforts in both empowerment and social inclusion can lead to transformative changes that promote social justice and sustainable development.

Women have faced social and economic disadvantages, resulting in their limited participation in various socio-economic activities. However, women are equal to men in all aspects and possess the power to create, nurture, and transform. In the present context, women are emerging as leaders in a wide range of fields. Whether it is in aeronautics, medicine, space, engineering, law, politics, education, or business, women are making significant contributions and have gained respect in society (Rahman, 2020 p. 155).

Despite the challenges they have faced, women have proven themselves capable and competent in various professions. They have shattered stereotypes and excelled in traditionally male-dominated fields. Women have demonstrated their skills, knowledge, and leadership abilities, becoming role models for others. Their achievements and contributions have garnered respect and admiration from society (Rahman, 2020 p. 155).

In the context of Combhipar, empowerment is about providing support, resources, and opportunities to individuals, particularly women, to enhance their skills, knowledge, and capabilities. It involves enabling them to have control over their lives, make informed decisions, and actively participate in socio-economic activities. Combhipar recognizes the importance of empowering individuals, especially women, in promoting their overall well-being and creating a more inclusive society. Through various initiatives and programs, Combhipar aims to uplift women by providing them with access to education, training, and economic opportunities.

2.2 Sustainability

The term "environmental sustainability" is used here to refer to a specific aspect within the broader discussion on sustainable development. In this context, environmental sustainability pertains to actions and measures taken to prevent further depletion or damage to the environment, considering its current state. On the other hand, sustainable development encompasses a wider scope, encompassing social, economic, and environmental objective (Bucking Ham & Theobald, 2003 p. 1).

Sustainable development focuses on attaining economic progress, which leads to improved living standards, while simultaneously safeguarding and, whenever feasible, improving the environment. The objective is not solely to protect the environment for its intrinsic value, but also because a deteriorated environment will eventually impede economic growth and diminish the overall quality of life. Furthermore, sustainable development aims to ensure that these economic and environmental advantages are accessible to all individuals, rather than being limited to a privileged few (Bucking Ham & Theobald, 2003 p. 248).

In the context of Combhipar, sustainability is about ensuring that their activities and operations are conducted in a manner that minimizes negative impacts on the environment, society, and economy, both in the present and for future generations. Combhipar recognizes that their business practices should be environmentally responsible, striving to reduce their carbon footprint, minimize waste generation, and conserve natural resources. They aim to adopt sustainable production and manufacturing processes, as well as promote the use of eco-friendly materials and technologies. Sustainability for Combhipar also entails considering the social aspects of their operations. They prioritize the well-being and safety of their employees, ensuring fair working conditions and providing opportunities for growth and development. Additionally, Combhipar engages in community development initiatives, supporting local communities and contributing to their social and economic progress.

2.3 Health Promotion

Health promotion, as defined in the Ottawa Charter by the World Health Organization (1986), is the process of empowering individuals to take control over their health and the factors that influence it, leading to improvements in their overall well-being. It is recognized as a crucial approach in enhancing public health. Health promotion and health education involve a comprehensive range of actions that work together at various levels, including the individual, community, and societal levels. These actions aim to educate and empower individuals, promote healthy behaviors, create supportive environments, and advocate for policies that prioritize health (Fertman & Allensworth, 2010 p. 17).

Networking in health promotion involves the proactive establishment of alliances to address health issues or concerns. It goes beyond simply reacting to problems and instead involves intentionally connecting with individuals, resources, and organizations. Effective networking does not have to follow a formal or rigid structure of meetings and introductions. Instead, it is often more successful when it occurs informally. However, it is important to remember that networking is a mutual exchange, benefiting all parties involved, whether they are individuals, programs, or organizations (Fertman & Allensworth, 2010 p. 299).

Health promotion is described as a combination of two levels of action: health education and environmental actions that support the conditions necessary for healthy living (Green & Kreuter, 1999). Health education focuses on educating individuals and providing them with knowledge and skills to make informed decisions about their health. Environmental actions, on the other hand, target populations within organizations and the broader community. Environmental strategies and interventions encompass various changes at political, economic, social, organizational, regulatory, and legislative levels. These changes aim to improve the health of groups of individuals. Examples of environmental actions include implementing policies, creating supportive social and physical environments, and establishing regulations that promote health (Fertman & Allensworth, 2010 p. 15).

The World Health Organization (1997) identified three key priorities for health promotion programs: promoting social responsibility for health, empowering individuals, and

enhancing community capacity. Achieving these priorities requires building partnerships within the community, establishing a robust infrastructure for health promotion, and increasing investments in health across all sectors. Health promotion employs complementary strategies at both the personal and population levels. It recognizes that individual behavior change alone is not sufficient and must be supported by changes in the broader social and environmental contexts. Health education, although an important component, is now understood as part of a broader range of environmental actions that contribute to health promotion efforts (Fertman & Allensworth, 2010 p. 16).

Combhipar's health promotion efforts through women empowerment focus on supporting and uplifting women in various aspects of health and well-being. These initiatives aim to empower women to take control of their health, increase their access to healthcare resources, and enhance their overall quality of life. One aspect of Combhipar's women empowerment programs may involve providing educational opportunities and resources specifically tailored to women's health. This could include workshops, seminars, or online resources that educate women about preventive healthcare, reproductive health, nutrition, and other relevant topics. By equipping women with knowledge and information, Combhipar enables them to make informed decisions about their health and well-being.

2.4 Branding

Branding originates from the word "brand" which, according to the American Marketing Association (AMA), is defined as a name, term, symbol, design, or a combination thereof intended to identify the goods and services of a seller or group of sellers and to differentiate them from those of competitors. This is consistent with the definition of a brand according to the Directorate General of Intellectual Property Rights (Dirjen HAKI), which states:

"A sign in the form of an image, name, word, letters, numbers, color arrangements, or a combination of these elements, which has distinctive characteristics and is used in the trading of goods and services."

In essence, a brand identifies and differentiates a seller or producer. The enduring meaning of a brand lies in its values, culture, and personality, which define the essence of the brand. A brand exists as a collection of associations in individuals' minds, only if the brand's perception is consistent so that the brand realizes its potential. Marketers must shape perceptions as effectively as possible to maximize the brand's value in their business (Swasty, 2016, p. 5).

Branding is a disciplined process of building awareness and expanding customer loyalty. Branding involves leveraging every opportunity to express why people should choose one brand over another. The desire to lead the market, win competition, and provide employees with the best tools to reach customers are the reasons why a company's influence on branding is significant (Swasty, 2016, p. 16).

The challenge of branding is to develop a set of positive associations for the brand, such as premium quality, classy, healthy, refreshing, and so on. Mistakes often occur when a company only promotes brand attributes. This is because buyers are not interested in

attributes, but rather they focus more on the benefits offered by the brand. Secondly, competitors can easily imitate the attributes (Swasty, 2016, p. 16).

3 Result and Discussion

The women's empowerment program (Combi Hope Women Empowerment) organized by PT Combhipar is a highly positive initiative. Through collaboration with the PKK Karanganyar and Wonogiri teams, the Department of Agriculture, and the Center for Development and Research on Medicinal and Traditional Plants, this program aims to enhance the livelihoods of women, particularly Women Farmers Groups and the PKK (Family Welfare Movement) in the vicinity of Combhipar Group's operational areas. In implementing this program, Combhipar maintains a consistent approach aligned with its commitment to "Championing a Healthy Tomorrow."

The women's empowerment program organized by Combhipar involves approximately 230 women farmers. The program includes training from the Department of Agriculture and B2P2TOOT as well as Persada as Combhipar's partner, covering various aspects such as seedling production, cultivation, and processing of ginger and galangal, which are the main raw materials for traditional herbal medicine.

Christina Sung, the Director of PT Combhipar, explains that women play a key role in their families and surrounding communities. Women are encouraged to enhance their capacities through education on healthy lifestyles and self-motivation while improving their family's economy through the cultivation of ginger and galangal, which can be used as raw materials for Air Mancur herbal medicine. In line with this, PT Combhipar initiates programs to provide training and mentoring to women farmers, with the aim of increasing the well-being of women in the company's operational business areas.



Figure 1. Planting Galangal Activity by Women Farmer Group
Source: Combhipar, 2023

One focus is to improve the quality of products in the preventive segment, including the procurement of quality herbal products. Through this women's empowerment program, Combhipar provides training, mentoring, and access to resources that can assist women in enhancing their skills and capacities. In this context, women in the Women Farmers Groups and PKK can be involved in the cultivation, processing, or development of herbal products. In addition to empowering women economically, this program

also supports the development of the herbal industry in Indonesia. By gaining access to quality herbal raw materials from local farmers collaborating with Combiphar, the company can enhance the quality of their herbal products.

The Combi Hope Women Empowerment program organized by PT Combiphar includes several activities aimed at empowering women in the agricultural and herbal industries. Some possible activities within this program include:

1. **Agricultural Training**, covering topics such as seedling production, cultivation, herbal plant maintenance, natural pest control, and herbal plant processing. This training aims to provide practical knowledge and skills to women farmers so that they can produce high-quality herbal raw materials.
2. **Simplified Processing Training**, where program participants can receive training on the processing of simplisia (herbal raw materials) such as ginger, galangal, or other herbal plants. This training includes proper drying, storage, and processing techniques for simplisia. Consequently, participants can produce high-quality simplisia that can be used in herbal product manufacturing.
3. **Entrepreneurship Training**, where the program provides training on entrepreneurship to the participants. This training encompasses business development skills, financial management, marketing, and sales. As a result, participants acquire the knowledge and skills necessary to manage their own businesses in the herbal product field.
4. **Healthy Lifestyle Education**, which aims to provide education on healthy lifestyles to the participants. This education includes aspects such as balanced nutrition, the importance of physical activity, stress management, and other healthy living habits. By promoting an understanding of the importance of a healthy lifestyle, this program encourages women to maintain their own and their family's health.
5. **Mentoring and Guidance**, where the Combi Hope Women Empowerment Program also provides mentoring and guidance to the participants. Through this support, participants receive guidance and assistance in developing their agricultural or herbal industry enterprises. This mentoring can cover technical, management, and marketing aspects.

Through this series of activities, the Combi Hope Women Empowerment program provides comprehensive support to women in the agricultural and herbal industries. The program aims to empower women economically, improve their quality of life, and promote the development of quality herbal industries in Indonesia. This women's empowerment program also reflects Combiphar's commitment to social aspects and community well-being. By empowering women in their operational areas, Combiphar contributes to local economic development and enhances the quality of life for the surrounding communities. Through these efforts, Combiphar not only operates as a consumer healthcare company but also plays a role in promoting women's empowerment and the development of high-quality herbal industries in Indonesia.

Table 1. Galangal Harvest Data in Karanganyar & Wonogiri for the Month of May 2023.

Location	Galangal Clumps	Harvested Clump	Not Yet Harvested (kg)	Galangal Harvested (kg)	Simplistic Process (kg)	Not Yet Simplistic (kg)	Simplistic (kg)
Juman-tono	787	558	229	3.217	87	-	310
Jumapolo	785	785	-	4.524	123	-	415
Jatipuro	399	300	99	1.823	42	-	255
Gedong	780	430	350	2.421	80	78	182
Ngadirajo Kidul	695	240	455	1.204	350	-	82
Total	3.446	2.313	1.133	13.189	682	78	1.244
Estimated Tonnage			20.676	129%			
Target Raw Galangal (kg)			16.000				
Target Galangal Simplisia (kg)			2.000				
Achievements per 23 May 2023							62%

Source: Combhipar, 2021

Based on the table 1. above, the results can be seen as follows:

- The weight of galangal harvested on May 23 is 1,244 kg, which is 62% of the targeted amount of 2,000 kg.
- The KWT will send the galangal from KWT Jumapolo and Jatipuro on June 5, 2023.
- The mothers in the community have gained a better understanding of the process and system of delivering the galangal, including preparing necessary documents like delivery notes, invoices, payment receipts, and packaging.
- The weather is currently favorable in both Karanganyar and Wonogiri, with no rain, allowing for optimal drying of the galangal.
- To address the minor issue of fungus on the galangal, the KWT members sort and wash them again before drying them in a dedicated drying facility at home.
- The current selling price of wet galangal, ranging from Rp 3,000 to Rp 4,000 per kg, poses a pricing challenge for the KWT, leading to some concerns.

Table 2. Table of Target vs Achievement Comparison

	Raw		Simplistic	
	Galangal	Ginger	Galangal	Ginger
Target	6.400	16.000	800	2.000
Achievement	7.310	20.676	912	1.244
Percentage	114%	129%	114%	62%

Source: Combhipar, 2021

The actual harvest of raw galangal exceeded the target, with an achievement of 7,310 kg, representing 114% of the target. The actual harvest of ginger surpassed the target, with an achievement of 20,676 kg, equivalent to 129% of the target. The results show that both raw galangal and ginger harvests were successful, surpassing their respective targets. This is a positive outcome and indicates good productivity in the cultivation of these crops.

The Combiphar empowerment program, specifically the Combi Hope Women Empowerment initiative, is highly relevant to the concepts of empowerment and social inclusion by Rahman (2020). Here's how it aligns with these concepts. First, **Enhancing Assets and Capabilities:** The program aims to enhance the assets and capabilities of women, particularly those involved in agriculture and herbal cultivation. By providing training, education, and support, the program equips women with the necessary knowledge, skills, and resources to improve their livelihoods and actively engage in economic activities. This aspect of the program aligns with the definition of empowerment, which involves enhancing the assets and capabilities of individuals.

Second, **Active Engagement and Influence:** Combi Hope Women Empowerment encourages women to actively engage in their communities and play a significant role in agriculture and herbal cultivation. By involving women in the decision-making process and empowering them to take charge of their economic well-being, the program enables them to exert influence and contribute to their communities. This aspect of the program reflects the notion of empowerment, where individuals are actively engaged and have the ability to influence their circumstances.

Third, **Institutional Accountability:** The program also promotes accountability by engaging institutions and stakeholders in supporting women's empowerment. Through collaborations with government agencies, agricultural departments, and research institutions, Combiphar works to create a supportive environment for women's economic empowerment. This aspect aligns with the concept of empowerment, where individuals and groups can hold institutions accountable for their actions and advocate for their rights and interests.

Fourth, **Social Inclusion:** The Combi Hope Women Empowerment program addresses social inclusion by targeting women from diverse backgrounds, including those in rural areas and agricultural communities. By providing equal access to resources, knowledge, and opportunities, the program aims to eliminate institutional barriers and create a more inclusive society. It strives to ensure that women from different backgrounds have equal opportunities for development and economic empowerment.

Combi Hope Women Empowerment align with the concept of environmental sustainability described by Bucking Ham & Theobald (2003). Combi Hope Women Empowerment promotes environmental sustainability by advocating for sustainable farming practices and organic cultivation methods. By encouraging women to adopt environmentally friendly approaches in agricultural activities, the program minimizes the use of harmful chemicals, reduces environmental degradation, and preserves natural resources. This focus on sustainable agricultural practices contributes to safeguarding the environment and ensures its preservation for future generations.

Combi Hope Women Empowerment also highly relevant to the concept of health promotion (Fertman & Allensworth, 2010 p. 15). Here's how the program aligns with the two levels of action: health education and environmental actions:

1. **Health Education:** Combi Hope Women Empowerment focuses on providing health education to women, specifically in terms of promoting healthy lifestyles and self-motivation. By equipping women with knowledge and skills related to health, the program empowers them to make informed decisions about their well-being. This aligns with the health education component of health promotion, which aims to educate individuals and enable them to take control of their health.
2. **Environmental Actions:** The program also incorporates environmental actions by targeting populations within organizations and the broader community. By empowering women in agriculture and herbal cultivation, the program creates an environment that supports healthy living. It promotes economic opportunities for women, fosters sustainable farming practices, and encourages the cultivation of herbal plants. These actions contribute to creating supportive social and physical environments that facilitate healthy living, as emphasized in the concept of health promotion.

The research "Drivers of environmental conservation agriculture and women farmer empowerment in Namobuddha municipality, Nepal" conducted by Maharjan et al. (2023) is relevant to the Combi Hope Women Empowerment program. Nepal's goal to become carbon neutral by 2045 and reduce emissions in the agricultural sector aligns with the vision of the program. Environmental Conservation Agriculture (ECA) has the potential to mitigate the impacts of climate change and support Nepal's efforts in achieving carbon neutrality. The findings of this research can provide valuable insights for the Combi Hope Women Empowerment program in designing strategies to enhance program adoption among farmers, particularly in the Namobuddha region. The program can strengthen communication about the benefits and sustainability of ECA to women farmers and involve more women in decision-making processes related to resource utilization. Furthermore, the program can help overcome knowledge, training, and opportunity barriers faced by women in engaging with ECA by providing the necessary knowledge and training and creating better participation opportunities for them.

Combi Hope Women Empowerment indirectly addresses some of the environmental strategies and interventions mentioned in the definition. For example, by promoting sustainable farming practices and organic cultivation methods, the program supports environmental changes at the organizational and community levels. It contributes to the establishment of regulations and practices that promote health, such as reducing the use of harmful chemicals in agriculture.

The branding of Combiphar through the Combi Hope Women Empowerment program is relevant to the concept of branding as a disciplined process of building awareness and expanding customer loyalty (Swasty, 2016). By implementing this program, Combiphar leverages the opportunity to express why people should choose their brand over others. The program aims to empower women by providing training, mentoring, and access to resources, which creates positive associations for the Combiphar brand.

Through the Combi Hope Women Empowerment program, Combiphar demonstrates its commitment to championing a healthy tomorrow and supporting the development of the herbal industry in Indonesia. By empowering women economically and involving them in the cultivation, processing, and development of herbal products, Combiphar enhances the positive associations with its brand, such as quality, healthiness, and community support. Furthermore, the program aligns with the challenge of branding to focus on the benefits offered by the brand rather than just promoting brand attributes. Combiphar understands that buyers are more interested in the value and benefits they can gain from the brand rather than mere features. By empowering women and contributing to their well-being, Combiphar strengthens its position as a brand that cares about the community and provides tangible benefits.

Additionally, the Combi Hope Women Empowerment program helps Combiphar differentiate itself from competitors. While attributes can be imitated, the holistic approach of empowering women and supporting the herbal industry sets Combiphar apart. This uniqueness contributes to the positive associations and loyalty that customers develop towards the Combiphar brand.

4 Conclusion

The Empowerment of Women Farmers through the Combi Hope Women Empowerment program serves as a form of Combiphar's sustainability activity in promoting healthy and herbal living. This initiative demonstrates Combiphar's commitment to social responsibility and its dedication to empowering women in the agricultural sector. By providing training, mentoring, and access to resources, Combiphar contributes to the economic empowerment of women farmers and enhances their skills and capacities.

Through this program, Combiphar communicates the importance of healthy living and the use of herbal products to the community. By involving women farmers in the cultivation, processing, and development of herbal ingredients, Combiphar promotes the benefits of natural and sustainable healthcare. This aligns with Combiphar's mission to champion a healthy tomorrow and encourages the community to prioritize their well-being.

The program's focus on women farmers also highlights Combiphar's commitment to gender equality and women's rights. By actively engaging women in the program, Combiphar aims to create positive changes at the individual, family, and community levels. This empowerment not only benefits the women involved but also contributes to the overall development and progress of the society in the operational areas of Combiphar.

The Empowerment of Women Farmers through the Combi Hope Women Empowerment program showcases Combiphar's holistic approach to sustainability. By addressing economic, social, and environmental aspects, Combiphar communicates its values and commitment to healthy and herbal living. Through this initiative, Combiphar strives to improve the quality of life in the community and contribute to a healthier future for all.

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