



# Women's Empowerment Based on Local Wisdom: a Qualitative Approach

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**Abstract.** Women's empowerment is a strategic issue that continues to develop in many countries around the world. How an effective empowerment model is developed and its implementation becomes a long and dynamic study. The research aims to explore the development of a women's empowerment model based on local wisdom in the Tenganan-Pegringsingan Traditional Village, Bali. Descriptive qualitative method was employed in this study. Ethnographic design to explore more deeply local culture and wisdom. The research findings show that the potential of natural resources with local resource assets and customary law is able to provide opportunities for women's empowerment as a whole. In terms of human resources, management skills and the ability to take advantage of opportunities and challenges is one of the triggers for women to be independent. Government support as an external support for increasing women's independence. Traditional values that are internalized in women and the level of education and government support can be the main keys in empowering women.

**Keywords:** women's empowerment, women's empowerment model, local wisdom, tenganan traditional village

## 1 Introduction

Development is dynamic and continuous change. Development does not only cover physical aspects, but also social, cultural and community capacities (Digdowiseiso, 2019). Increasing one sector, multi-sector and multi-dimensional for community welfare is a development goal [1]. A country will progress if there is increased and sustainable development [2]. The sustainable model as the main goal in world development with the SDG's (Sustainable Development Goals) program which was ratified in 2015 by the United Nations (UN). SDG's with 17 goals and 169 targets are expected to end poverty, reduce inequality, and protect the environment. The bottom-up development model is used to suit the needs of the community.

The bottom-up development model is a participatory model. This model expects the community to play an active role in the planning, implementation, and evaluation stages of programmed development [3]. It can be called a community-based development model because the program is adapted to the needs of the community and existing resources [4]. Pivot development in the village is also a bottom-up development model

program. Women as an important element in society is a key factor in human resource development.

Women's empowerment is a process of encouraging women, especially those who lack access to development resources, to become more independent [5]. Women's empowerment is also the key to the success of various sectors that can be obtained from women's empowerment. Not only on the economic stability of the family, but also on the level of politics and government. Evidenced by the increase in the share of seats in parliament to 30%, although it is still far from giving women free opportunities. This problem is related to the development of women's empowerment models. Because most regions in Indonesia still consider women to be subordinate and prone to problems. Efforts to develop women's empowerment models that are in accordance with local wisdom values are an alternative answer to this problem.

Studies related to women's empowerment have become an interesting issue for supporters of women's emancipation in recent years. Some research literature indicates that women's empowerment provides encouragement to utilize existing potential [6], [7]. Academics and practitioners also study how women's empowerment is carried out [8]–[11]

Studies on women's empowerment have shown that empowerment groups encourage independence among members [12], [13]. Several studies related to women's empowerment provide benefits for women and examine their empowerment and have not found one based on local wisdom. Research on local wisdom-based women's empowerment models in the customary village of Tenganan-Pegringsingan Bali needs to be carried out using descriptive qualitative methods to explore the development of women's empowerment models.

The study focuses on local wisdom-based women's empowerment models in the Tenganan-Pegringsingan Traditional Village, Bali to explore local culture and wisdom. Potential in an area can be developed as local wisdom that is believed by the surrounding community [14]. Empowering women is also said to be a process and goal [15]. This study uses an ethnographic design to further explore the development of a local wisdom-based women's empowerment model in the Tenganan-Pegringsingan Traditional Village, Bali.

## 2 Method

The main focus of the research is developing a local wisdom-based village women empowerment model for the Tenganan Pegringsingan indigenous people using a qualitative approach with an ethnographic design. A complete understanding and detailed background of the phenomenon or case under study can be obtained with a qualitative approach [16]. Ethnographic designs to explore certain ethnic behaviors, issues, cultural patterns [17].

The research was conducted in the Tenganan Pegringsingan Traditional Village. The location was chosen because the community has local wisdom that has been passed down from generation to generation, is guarded, maintained, and covers all aspects of community life, including resource management. Local wisdom can be used as a model

for women's empowerment as evidenced by the role of women in improving the family economy, whether farming, raising livestock, and making souvenirs to support Tenganan Pegringsingan Tourism Village.

Primary data collection by observation, in-depth interviews, and group discussion forums (FDG) through the community and the customary head of Tenganan Pegringsingan Village. Observation to record and understand the situation in the field (Rustanto, 2015). Direct observation of the Balinese Tenganan-Pegringsingan traditional village and informants to find out the problems to be studied. Interviews to explore data obtained from observations (Rustanto, 2015). Interviews were conducted between researchers and informants. Meanwhile, this research FGD is to explore specific problems and avoid researchers' misinterpretations [18]. FGDs were also conducted with traditional heads and the people of the Tenganan-Peringsingan Bali Traditional Village.

The results of data collection were analyzed using an interactive model developed by Miles & Huberman [19]. Data analysis using this model is carried out continuously starting from collection, reduction, data presentation, verification and conclusions. Research data from informants were collected in notes, then described and reflected to make it easier for researchers to classify and analyze data. Data is presented systematically to fit the purpose so that it is easy to understand when communicated. Next, look for themes, patterns, similarities, and relationships so that the fuzzy data can be re-questioned in order to get in-depth conclusions.

The validity of the research technique was carried out using a triangulation technique. Triangulation is a technique of checking the validity and using something outside the data as a comparison or checking data [20]. Data validity is based on criteria such as transferability, degree of trust, dependability, and certainty.

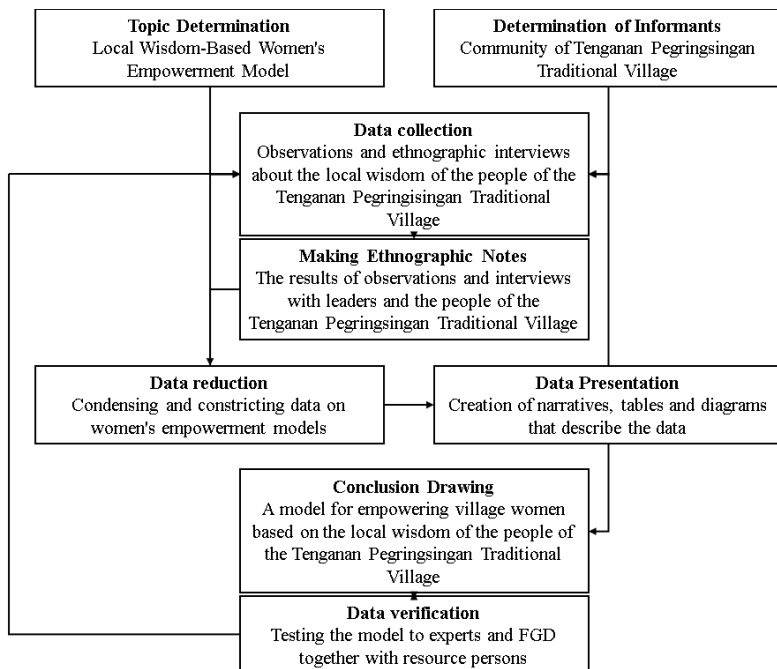


Fig. 1. Interactive Data Analysis Model Modification of Ethnographic Research Design [19]

### 3 Results and Discussion

#### 3.1 Traditional values of tenganan pegringsingan village

Tenganan Pegringsingan traditional village is one of the traditional villages on the island of Bali, precisely in Manggis District, Karangasem Regency. Tenganan Pegringsingan village holds ancestral customs as a guide for life and society. Customary rules regulate the process of socializing the rights and obligations of each person. Men and women have duties and authority in customary regulations.

The daily activities of the women in the Tenganan traditional village are carried out in the tourism sector, such as weaving cloth, making writing from palm leaves, making souvenirs, and so on. The results of the product will be traded to tourists. In addition, making products as a form of independence in meeting the needs seen by an organization as the development of women's empowerment. Independence as a form of empowering women in the Tenganan traditional village [21]. Women's empowerment emphasizes the process of developing, becoming independent, self-help, and strengthening society's position of power in all fields and sectors of life (Purbantara & Mujianto, 2019). It can be seen that the traditional village of Tenganan Bali has developed independence not only from men, but also from women.

The Tenganan customary village community has a division of tasks between men and women according to customary regulations. One of them is the division of household tasks, men earn a living while women work in the kitchen. Women in the Tenganan traditional village spend more time at home and men in the fields [22]. There is a difference in the implementation of the ceremony, boys are directed to the garden while girls are directed to the kitchen as a reference for the division of household tasks. However, the uniqueness of women in Tenganan is their independence to meet economic needs by utilizing Tenganan Village as a cultural tourism destination in Bali.

The people in the Tenganan traditional village generally work in the agricultural, plantation and tourism sectors. In the agricultural sector, people use paddy fields to produce rice. The community produces cempaka, jackfruit, candlenut, keluwek, jakeh, palm or fro fruit, durian, and others in the plantation sector. Whereas in the tourism sector, the community manages Tenganan Village as a tourist destination, besides that they also make handicrafts as souvenirs. The handicrafts of the people of the Tenganan Bali Traditional Village are usually sold at a higher price to foreign tourists [23]. In fact, women in Tenganan Village are able to contribute to fulfilling economic needs through the tourism sector.

The Tenganan traditional village has a women's organization to coordinate women's activities which is chaired by the wife of the traditional head. Desaloh as an activity oriented towards empowering women in the form of arisan, development of tourism potential, special community activities for women, and other women's empowerment

activities. All tourism in Tenganan Pegringsingan Village is managed by the community itself [24]. The customary village rules for the activities of women's groups are allowed to encourage independence, but are guided by village rules that pay attention to rights and obligations. Men have the obligation to meet the needs of the family, while women complete housework and serve their husbands. However, the culture in the Tenganan traditional village does not prohibit women's empowerment which encourages women's independence.

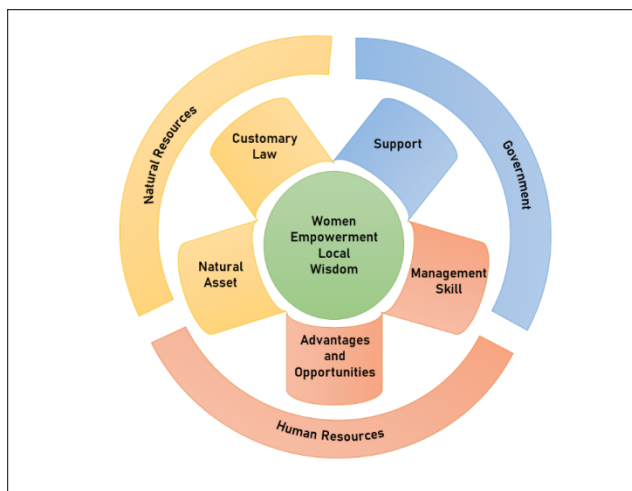
Traditional village support, namely not prohibiting women from forming independence, in addition to that, a special women's organization called Desaloh was formed to support independence and progress. Tenganan women are given freedom, but still pay attention to the rights and obligations regulated in the customary village rules. Discretion can support women's empowerment. Society as a determinant of women's empowerment and its supporting institutions becomes facilitators [24].

### **3.2 Local wisdom-based women's empowerment model**

Local wisdom in the traditional village of Tenganan comes from ancestral cultural heritage that regulates community life activities from customs and physique. The local wisdom of the customs of the people of Tenganan Village has rules that the community must obey. Meanwhile, the physical local wisdom of Tenganan Village has a unique woven cloth for ceremonial processions.

Tenganan traditional village has a special women's group, namely Desaloh and MSME. Desaloh is a women's group in the traditional village of Tenganan for women and supervised by the traditional leader. Desaloh activities are based on women's activities which are regulated and supervised by customary regulations. Meanwhile, the MSME group is a women's association of the Tenganan customary village community which is under the auspices of the village government. MSME activities focus on the process of empowering women through tourism development such as weaving pegringsingan cloth as special souvenirs. Other women's activities are also carried out, especially in the community sector, such as routine meetings and social gathering.

The Tenganan traditional village has a pegringsingan woven cloth as local wisdom typical of the Tenganan traditional village. Being a tourist destination area, currently the pegringsingan cloth is a form of souvenirs typical of the Tenganan traditional village. Women as the main producers of Pekingsingan cloth take advantage of this potential to increase economic independence for the family.



**Fig. 2.** Local Wisdom-Based Women's Empowerment Conceptual Model

There are three aspects that work together in supporting Women Empowerment Local Wisdom in the Tenganan-Pegringsingan Traditional Village, Bali. This model originates from the development of a community-based bottom-up development model. The first aspect is Natural Resources which consists of customary law or customary provisions such as marriage and ceremonial provisions which describe the responsibilities of a man and a woman. Furthermore, it is supported by Natural Assets or natural wealth that are in demand by tourists.

The second aspect is Human Resources which consists of Advantages and Opportunities in terms of education which gets full attention and quite a lot of opportunities are generated such as in terms of the economy due to the large number of tourists. This HR is also supported by Management Skills such as women who are able to manage time to make a living and participate in other activities.

The third aspect is Government or supported by the government which consists of support. The government in Tenganan is unique in its respective duties and of course supports the activities of its people. Therefore, all of these aspects are interconnected in supporting women's empowerment based on local wisdom.

Empowerment of women as a concept of providing opportunities for women to carry out self-liberation to gain independence. Women have the right to develop themselves without violating applicable norms [25]. Based on the theory of emancipation, the norm emphasizes the independence and uniqueness of the individual to further encourage a climate of trust among the community [26]. Therefore, the development of women's empowerment must still pay attention to the norms, customs, and regulations that apply in the area.

The empowerment of women in the Tenganan traditional village is supported by the potential of good natural and human resources. Empowerment as a process of women

accessing and controlling natural resources or potential assets and having the ability to manage resources to achieve new social results (Dar & Shairgojri, 2022). The natural resources in the Tenganan Pegringsingan Bali Traditional Village are abundant, starting from the tourism aspect or the availability of materials for making Balinese souvenirs. Thus, the results of nature can be used as the empowerment of women to be able to achieve independence.

Most of the human resources in the Tenganan Bali Traditional Village have an interest and talent in weaving, making palm-leaf handicrafts and other souvenirs as souvenirs typical of the Tenganan Traditional Village. This can be seen from the fact that most of the people who live in the Traditional Village of Tenganan Pegringsingan have the skills to paint, sculpt, and weave the typical Pegringsingan cloth [27]. Empowerment of women in the Tenganan traditional village by utilizing village women's institutions (Desaloh and MSMEs). Thus, continuity between natural and human resources in the Tenganan traditional village is a good thing in supporting women's independence.

## 4 Conclusion

Research shows that the traditional village of Tenganan Pegringsingan has the potential to empower women for the community. This can be seen from the abundant potential of natural resources that attract tourists. In addition, the existence of human resources who have the ability to manage can also encourage women to achieve independence. The existence of support from the government through MSMEs and Desaloh also plays a major role in empowering women. The support of natural resources, human resources and the government is an important aspect of empowering women in the Tenganan Pegringsingan traditional village. The final results of the research in the Tenganan Pegringsingan traditional village can explore the development of a local wisdom-based women's empowerment model because it has support from these three aspects.

## 5 Acknowledgments

Special thanks to State University of Malang for financial support in this research.

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