



From Kitchen to Green Economy: The Power of Aisiyiah Women Indonesia in Building Impactful and Sustainable Entrepreneurship

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Abstract. This study aims to uncover the perceptions, motivations, and potential of Aisiyiah women in developing environmentally sustainable entrepreneurship. A survey of 50 respondents found that the majority of women understand environmentally friendly entrepreneurship as a business that not only seeks profit but also actively maintains and improves environmental conditions. Respondents demonstrated a high awareness of the importance of sustainable practices, with 90% stating that environmentally friendly businesses can create long-term value for society and the planet. Furthermore, 100% of respondents believed that Aisiyiah women play a crucial role in initiating, participating in, and educating the community about sustainable entrepreneurship. This study also identified the need for training, mentoring, and access to environmentally friendly capital as key supporting factors. These findings provide a foundation for developing sustainable, community-based empowerment programs with socio-ecological impact.

Keywords: sustainable entrepreneurship; women empowerment; Aisiyiah; green economy.

1 Introduction

1.1 Sustainable Environmental Entrepreneurship: A Pathway for Aisiyiah Women in Indonesia

Entrepreneurship grounded in sustainable environmental principles has emerged as a vital strategy to tackle global challenges such as climate change, resource depletion, and social inequality. This model transcends traditional profit-driven business by integrating economic, social, and environmental dimensions into its core objectives [1]. It fosters innovation in eco-friendly products and services while empowering communities economically, thereby contributing to long-term social welfare and environmental preservation [2].

In Indonesia, women and local communities are increasingly recognized as pivotal agents of change toward sustainable development. Women, with their unique skills in resource management and community leadership, are well-positioned to drive small

and medium-sized enterprises (SMEs) that align with ethical and sustainable practices [3]. Their active participation not only boosts household income but also promotes responsible business conduct, directly supporting the Sustainable Development Goals (SDGs), particularly those related to gender equality and inclusive economic growth [4].

Aisyiyah, one of Indonesia's largest Muslim women's organizations, stands out for its extensive grassroots network and longstanding commitment to community empowerment. Its members, predominantly women, have demonstrated remarkable capabilities across social, educational, and economic domains. By embedding religious and social values into its programs, Aisyiyah provides a strong moral foundation that encourages environmentally conscious and sustainable business practices [5]. This makes Aisyiyah a powerful catalyst for promoting green entrepreneurship at the community level.

Sustainable entrepreneurship among Aisyiyah women can take various forms, such as managing household waste, producing recycled goods, crafting organic culinary products, or creating handicrafts from natural materials. These initiatives not only generate new economic opportunities but also actively contribute to environmental conservation and public education on sustainable living [6]. Understanding how to harness this potential is essential for building a green economy that benefits both the environment and society.

This research aims to deepen our understanding of Aisyiyah women's perceptions, motivations, and practical needs regarding sustainable entrepreneurship. A survey conducted with 50 Aisyiyah women serves as the empirical basis for uncovering the factors that drive or hinder their engagement in eco-friendly businesses. The data collected is expected to provide a comprehensive picture of the personal and contextual elements influencing their entrepreneurial success [7].

The analysis of this survey will offer valuable insights for policymakers and relevant organizations to design more effective and sustainable economic empowerment programs. Moreover, it is hoped that this research will serve as a reference for other women's groups interested in developing environmentally friendly entrepreneurship. By better understanding the potential and role of Aisyiyah women, we can foster a more inclusive, sustainable economy that yields significant positive impacts on the environment and broader society [8].

2 Methods

This study adopted a quantitative descriptive survey approach to investigate the perceptions, motivations, needs, and potential of Aisyiyah women in driving environmentally sustainable entrepreneurship. This methodology was chosen to provide a comprehensive overview of the phenomenon without introducing specific treatments or interventions. The research design employed a quantitative descriptive survey, which aims to systematically describe the facts and characteristics of a defined population or area without testing causal hypotheses [9]. This approach is particularly suitable as the pri-

mary objective is to objectively detail the existing conditions concerning understanding, motivation, roles, support requirements, marketing strategies, and impact measurement of environmentally-focused entrepreneurship among Aisiyiyah women.

The research population comprised all active Aisiyiyah women members participating in community activities within Ngringo, Jaten, Karanganyar, Central Java, Indonesia. Due to the extensive reach of Aisiyiyah's membership, the selection of this specific study area was crucial for ensuring representative population sampling. A sample of 50 Aisiyiyah members was recruited using a purposive sampling technique [10]. This method involved selecting participants based on specific criteria relevant to the research objectives: active Aisiyiyah members who are involved in community activities or demonstrate an interest in environmental and entrepreneurial issues. Inclusion criteria included: (1) active Aisiyiyah membership, (2) willingness to participate in the study, and (3) a basic understanding of either entrepreneurship or environmental concerns. This systematic selection ensured that the chosen sample could provide profound and pertinent information.

Data were collected using a structured questionnaire consisting of 10 multiple-choice questions. The questionnaire was meticulously designed to explore five key dimensions: understanding of Sustainable Environmentally Based Entrepreneurship, motivation and perceived added value of eco-friendly entrepreneurship, their perspective on the added value of ethical products, the role of Aisiyiyah women as agents of change, and finally, their support and training needs along with aspects of marketing strategy and impact measurement. Prior to its deployment, the questionnaire underwent rigorous validation and reliability testing to ensure it consistently and accurately measured the intended constructs [11]. The process of data collection involved distributing these questionnaires directly to the respondents. This technique was selected for its efficiency in gathering data from a substantial number of participants within a concise timeframe, while also upholding data objectivity. Before completing the questionnaire, each respondent received a thorough explanation of the research's purpose, with strict assurances regarding the confidentiality of their provided data.

The collected data will be analyzed through descriptive and quantitative methods. Descriptive analysis will primarily focus on outlining the characteristics of the data. This involves tabulating all respondents' answers to the questionnaire, followed by calculating the frequency and percentage for each multiple-choice option. This detailed process will yield a clear depiction of the respondents' understanding, motivations, and needs. Subsequent descriptive interpretation will then analyze these percentage and frequency results to formulate initial conclusions about the studied phenomenon's characteristics. This descriptive analysis will serve as a foundational basis for further discussions aimed at identifying the potential and crucial role of Aisiyiyah women in fostering environmentally friendly entrepreneurship. Specifically, the identification of Aisiyiyah members' perceptions regarding sustainable environmental-based entrepreneurship and its daily life relevance will be derived from responses to questions 1, 2, 3, 4, and 10. The analysis of entrepreneurial motivations driving Aisiyiyah members towards environmentally friendly businesses will be based on answers to questions 5, 6, and 9.

Lastly, the identification of support needs for Aisyyiah members in initiating and expanding sustainable environmental-based entrepreneurship will be gathered from responses to questions 7 and 8.

3 Results and Discussion

The results of 50 Aisyyiah women's responses about their attitudes, driving forces, and support requirements for creating ecologically sustainable businesses are presented in this chapter. Data were analyzed descriptively and grouped into three core analytical dimensions: (1) Perceptions, (2) Entrepreneurial Motivation, and (3) Support Needs, as also structured in the second dataset. Three dimensions were used to classify the respondents' responses to the structured questionnaire consisting of ten items: Sustainable Environmental-Based Entrepreneurship Perceptions (questions 1, 2, 3, 4, 10), motivation for entrepreneurship (questions 5, 6, 9) and support requirements (questions 7, 8). The knowledge, attitudes, and preparedness of the responders are clearly depicted by this classification.

Table 1. Sustainable Environmental-Based Entrepreneurship dimension category

Category	Related Questions	Summary of Key Findings
Perceptions of Sustainable Environmental-Based Entrepreneurship	Q1, Q2, Q3, Q4, Q10	Respondents showed strong awareness of sustainable entrepreneurship. They understood key concepts such as waste reduction, renewable energy, and measuring environmental impact, and could clearly differentiate it from traditional business.
Entrepreneurial Motivation	Q5, Q6, Q9	Respondents were motivated by both environmental concern and community benefit. Most chose option (b), showing interest in using modern communication and value-driven messages to promote eco-friendly initiatives.
Support Needs	Q7, Q8	Respondents expressed a need for training, mentorship, green financing, and stronger marketing support. They showed readiness to learn and develop the skills needed to run sustainable businesses.

The survey results of 50 Aisyyiah women members indicated that their understanding of environmentally sustainable entrepreneurship is quite mature. Eighty percent of respondents (40 out of 50) correctly defined it as "a business run to seek profit while

actively preserving and improving environmental conditions." This definition aligns with the triple bottom line concept, which integrates economic, social, and environmental aspects into business objectives [12]. This indicates a holistic awareness that financial gain must go hand in hand with ecological responsibility.

The focus on respondents' definitions that combine profit with environmental preservation demonstrates their perspective beyond the narrow concept of entrepreneurship. Unlike traditional views that prioritize profit maximization, this understanding reflects a more modern orientation, where sustainability is no longer merely an additional element but rather the core of the business model itself [2]. This provides a strong foundation for developing truly sustainable entrepreneurial practices.

Table 2. Perceptions of Sustainable Environmental-Based Entrepreneurship

No	Responden	Presentase (%)
1	Understand that entrepreneurship is about sell-ing recycled products.	20
2	Understand that the business is run to seek profit while actively maintaining and improving environ-mental conditions.	80
3	The need for sustainable environmental as-pects so that businesses can attract many inves-tors	10
4	The need for sustainable environmental as-pects To reduce the negative impact of business on the envi-ronment and create long-term value for the earth and society	90
5	Assuming that economic added value is an environ-mentally friendly market potential	100
6	Arguing that ordinary entrepreneurs do not need capital, environmentally friendly entrepre-neurs need large capital	14
7	Argues that eco-friendly entrepreneurs incorpo-rate environmental goals (in addition to profit) as the core of their business model	86
8	Measure the environmental impact by ensur-ing there are no complaints/protests from neigh-bors	12
9	Measuring environmental impact by reduced waste volume, renewable energy use, number of trees planted, or positive social impact generated	88

The focus on respondents' definitions that combine profit with environmental sustainability demonstrates that they have a view that goes beyond the narrow concept of entrepreneurship. Unlike traditional views that prioritize only profit maximization, this understanding reflects a more modern orientation, where sustainability is no longer merely an additional element, but rather the core of the business model itself [2]. This provides a strong foundation for developing truly sustainable entrepreneurial practices.

Interestingly, only 20% of respondents associated sustainable entrepreneurship with recycled products, while none understood it solely as a cost-saving measure. This indicates that respondents view sustainability as broader than just waste management or operational cost efficiency. This perspective is important because sustainable entrepreneurship encompasses product innovation, environmentally friendly production processes, responsible supply chain management, and even more complex circular business models [13].

This comprehensive understanding provides invaluable starting point. A study showed that a deep understanding of environmental and social dimensions is crucial to the success of companies engaged in sustainable entrepreneurship [14]. With this foundational understanding, Aisiyyah women have the potential to develop innovative businesses and make a significant positive impact.

3.1 Environmental Motivation and Added Value

The majority of respondents (90%) explicitly stated that entrepreneurial practices must consider environmental aspects to "reduce the negative impact of business on the environment and create long-term value for the earth and society." This statement confirms that there is a strong intrinsic motivation among Aisiyyah women to contribute to sustainability, beyond simply following market trends. This motivation is a key driver in running a responsible business.

The desire to reduce the negative impact of business aligns with the principles of corporate social responsibility (CSR) and green entrepreneurship, which emphasize corporate responsibility towards the environment. Aisiyyah women see that profits are not Sustainable development should not be achieved at the expense of environmental sustainability, but rather must align with efforts to preserve nature for future generations.

Furthermore, 100% of respondents believe that environmentally friendly products have "greater market potential and consumers' willingness to pay more for ethical and environmentally friendly products." This belief indicates that Aisiyyah mothers are not only motivated by moral aspects but also have a strategic view of the real economic opportunities. They recognize the growing market segment for sustainable products.

Consumer willingness to pay more for environmentally friendly products has been extensively researched and supported by various studies. Modern consumers are increasingly concerned about environmental and ethical issues, thus products with sustainable attributes have a competitive advantage. This understanding is crucial for Aisiyyah mothers in formulating appropriate product and marketing strategies.

3.2 The Role of Aisiyyah Women as Agents of Change

The unanimous support from all respondents (100%) for the idea that Aisiyyah women can and should "start, participate in, and educate about the importance of environmentally responsible businesses" is a very strong indicator. This demonstrates a collective readiness and commitment to become agents of change in their communities [15]. Their

dual role as entrepreneurs and community educators is crucial in creating a sustainable entrepreneurial ecosystem.

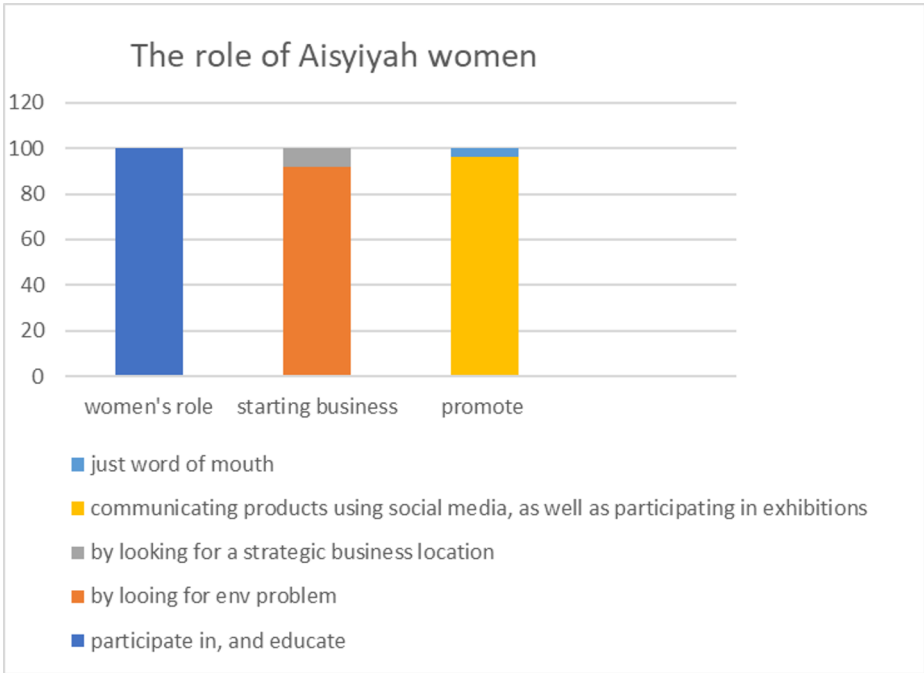


Fig. 1. The role of Aisiyah women as agents of change

The role of women in sustainable development, especially at the local level, has been recognized globally. Mothers, with their central position in families and communities, have a unique capacity to spread sustainable values and adopt environmentally friendly practices in their daily lives, which can then be replicated in economic ventures.

Aisiyah's commitment to empowering women and communities is undeniable. Therefore, the potential for collaboration between the organization's vision and its members' sustainable entrepreneurship initiatives will produce extraordinary synergy [16]. They can serve as an inspiring model for other communities to harmoniously integrate economics and ecology.

This willingness to not only act but also educate demonstrates a desire to create a broader impact (multiplier effect). This is a hallmark of social entrepreneurship, which seeks to solve social and environmental problems through business innovation. Aisiyah women have the potential to become leaders of change who transform business practices at the grassroots level.

3.3 The Need for Support and Training

The survey results clearly identified an urgent need for systemic support.



Fig. 2. Histogram of need support and training

A total of 96% of respondents stated a "very strong need" for specialized training on waste management, renewable energy, or sustainability knowledge. This indicates an awareness of the knowledge and skills gaps that need to be filled to optimally realize the potential of sustainable entrepreneurship [17].

Relevant and specific training, such as in waste management or renewable energy, is crucial for translating conceptual understanding into concrete action. This practical knowledge will help them identify business opportunities, develop innovative products and processes, and manage business operations efficiently and sustainably.

In addition to training, 96% of respondents also desired support in the form of "access to training, mentorship, green capital loans, and extensive marketing networks." These needs reflect common challenges faced by micro, small, and medium enterprises (MSMEs), especially those operating in emerging sectors such as sustainable entrepreneurship.

3.4 Marketing Strategy and Impact Measurement

In terms of marketing strategy, respondents significantly preferred narrative-based and social media approaches (96%) over low prices or word-of-mouth. This choice demonstrates a good understanding of how to market sustainable products. Narrative-based marketing allows businesses to communicate the values behind the product, the story behind the raw materials, and the positive impacts they generate, which is highly relevant to environmentally conscious consumers [18]. Social media is an effective platform for building communities, spreading stories, and reaching a sustainability-conscious target market. The ability to interact directly with consumers and build a strong brand image through a sustainable narrative is key to success in this digital age [19].

Regarding environmental impact measurement, 88% of respondents chose indicators such as "reduced waste volume, renewable energy use, or number of trees planted," rather than just financial profit. This is crucial because it demonstrates their understanding that the success of sustainable entrepreneurship is measured not only by profitability but also by its positive contribution to the environment .

This concrete and measurable measurement of environmental impact will help them demonstrate accountability for their sustainability claims and build consumer trust. With clear indicators, Aisyiyah women can monitor and report the positive impact of their business, which in turn can increase their credibility and competitiveness in the sustainable product market.

4 Conclusion and Recommendations

Aisyiyah women have a good understanding and high motivation to engage in sustainable, environmentally-based entrepreneurship. They view this business not only as a source of income but also as a form of social and ecological responsibility. To maximize this potential, structured training programs, access to environmentally friendly capital, and a strong marketing network are needed. The Aisyiyah organization, the government, and the private sector can collaborate to create an ecosystem that supports the emergence of sustainable women entrepreneurs.

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