

Empowering Rural Women through Corporate Social Responsibility Initiatives : A Case Study of ExxonMobil's Economic Impact in Bonorejo Village, Indonesia

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Abstract: This study aims to analyze women's empowerment strategies through ExxonMobil's Corporate Social Responsibility (CSR) program in Bonorejo Village, Gayam District. The research approach is qualitative, with a case study method involving observation, structured interviews, and documentation. This study reveals that ExxonMobil's CSR program contributes significantly to women's empowerment through three main stages: awareness, capacity building, and empowerment. Training programs that include technical, managerial, and marketing skills have increased women's self-confidence and economic independence. The study results indicate that the awareness stage has made women aware of their rights and potential so that participants experience increased income and changes in gender status that are more inclusive in the community. This program also helps women actively participate in economic and social activities and household decision-making. The capacity-building stage of this program shows positive results, providing access to relations and assistance from ExxonMobil and the local village government is provided well. At the empowerment stage, this study recommends increasing access to capital, developing digital markets, and further training to support the program's sustainability. With this approach, CSR strengthens women's economic independence and promotes holistic village development.

Keyword: Women Empowerment, Corporate Social Responsibility, Exxonmobil, Economic Independence, Bonorejo Village.

INTRODUCTION

Corporate Social Responsibility (CSR) is a form of social responsibility that must be implemented by every limited liability company (PT) to improve the welfare of the community and the surrounding environment (Burhanuddin et al., 2023). This Corporate Social Responsibility (CSR) program can positively affect communication between companies and the community (Hardianti et al., 2023). Corporate Social Responsibility (CSR) itself is regulated in Law Number 40 of 2007 concerning Limited Liability Companies (UU PT), which

states that social and environmental responsibility is a commitment from the Company to participate in sustainable economic development to improve the quality of life and the environment that is beneficial, both for the Company itself, the local community, and society in general, and Government Regulation No. 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies (PP/47/2012). CSR programs in the energy sector, especially by multinational companies such as ExxonMobil, are increasingly important in developing local communities, especially around the company's operational areas. Women's empowerment programs are one of the focuses of CSR, considering that gender equality and women's economic empowerment are key to reducing poverty and strengthening local communities (Susilo, 2021).

Empowerment is a process that aims to improve the ability of individuals or groups to make decisions and implement them into actions that produce the desired results. The essence of this process is actions that strengthen assets individually and collectively and increase efficiency and fairness within the framework of organizations and institutions that manage these assets (Sarma & Pais, 2008). Community empowerment is a key element that allows a community to survive (Maulana & Laksamana, 2023). Empowerment is also the process of providing training to a group to be able to do something positive. The empowerment that researchers will discuss is about women's empowerment. Currently, women's empowerment is also one of the pillars of realizing gender equality, which is listed as the 5th goal of the 17 SDGs (Desa et al., 2021).

Women's empowerment is a crucial issue in efforts to achieve gender equality and improve the quality of life in society. In Indonesia, the challenges faced by women in accessing the economy and society are still significant. The goal of women's empowerment is to enable women to participate in development (Septian, 2023), so that the view of women is not limited to household matters alone but also includes their role in overcoming various social problems, such as poverty and other issues in society (Kurniati, 2017). The women's empowerment movement also has a specific goal of improving the position and status of women in society, as well as freeing women from patriarchal culture so that they have an independent soul (Hanis & Marzaman, 2020)The condition of women in Indonesia regarding gender equality in education has been achieved. However, in some areas, it is still slow, as seen from job opportunities and wages, where female workforce participation is around 54% lower than that of men, which reaches 84%. The average salary of women is also lower than that of men. (Widyawati, 2024)This needs to be considered in order to achieve gender equality; women must have the same rights in all areas. Overcoming the gap between men and women in society is a challenge and obligation for the government.

Previous research related to community empowerment through Corporate Social Responsibility has been conducted (Disemadi & Prananingtyas, 2020) Regarding CSR policy as a legal strategy for empowering Indonesian society, it states that CSR programs related to community empowerment, such as education, can positively impact society, so CSR programs benefit society. Then, research was also conducted by (Moh Anis et al., 2023) Regarding implementing partnership programs in CSR through community empowerment to realize welfare development. Previous research focused more on community empowerment through Corporate Social Responsibility by specifically exploring community empowerment that is more focused on women. So, this research will be conducted to examine, more specifically, women's empowerment.

This study discusses the strategy of empowering women through the Corporate Social Responsibility of PT—ExxonMobil Cepu Limited (EMCL) in Bonorejo Village, Gayam District (Gayam, 2021). Bonorejo Village in Gayam District is one of the central locations for ExxonMobil in developing various CSR initiatives (Wibawanto, 2023). These CSR programs can help women achieve economic independence and increase women's participation in

multiple aspects of life. Corporate social responsibility from large companies such as ExxonMobil is essential in promoting women's empowerment programs. One of the prominent programs is Global Women in Management (GMIW), designed to improve women's leadership and skills and contribute to local economic development (pemkab Bojonegoro, 2017).

Corporate Social Responsibility is closely related to sustainable development and community empowerment, where companies must think about social impacts, not just profits/dividends for the company (Andrikasmi et al., 2021). Therefore, women's Empowerment is the right choice to realize a CSR program that is beneficial for women to get a place to learn about some skills that may not have been mastered. According to (Wrihatnolo & Dwidjowijoto, 2007), Empowerment is a "growing process" that does not happen instantly. As a process, Empowerment consists of three stages: awareness, capacity building, and Empowerment. These three stages will provide answers regarding the women's empowerment strategy in Bonorejo Village. This study analyzes ExxonMobil's CSR strategy for empowering women in Bonorejo Village. This topic is interesting to study because researchers want to know the impact of this Corporate Social Responsibility program on the people of Bonorejo Village and whether gender equality in the village has been implemented or is still a patriarchal system.

The implications of this study are increasing economic access and business opportunities for women, which has the potential to reduce women's dependence on traditional jobs and create greater financial independence. Reducing poverty in the village because if women have a spirit of economic freedom, the income earned will be allocated for family needs such as education and health, and this can reduce poverty in the village. The findings of this study can be a recommendation for government policy regarding women's empowerment because they contain data and facts that occur. The success of Exxonmobil's CSR program in Bonorejo village in empowering women can increase the company's reputation as a company that provides social responsibility with practical and sustainable programs.

METHOD

This study uses a qualitative research approach to understand the impact and strategies of women's empowerment through Exxonmobil Cepu CSR in Bonorejo Village (Jaya, 2020). This study uses a qualitative descriptive approach. Qualitative methods aim to describe, explore, and understand the meaning given by individuals or groups to social and humanitarian issues, thus producing a deep understanding of the phenomenon being studied (John W.Cresswell, 2018). This study also uses a case study approach because the case study focuses on one particular thing that is raised as a case and studied in depth to reveal the phenomenon's reality (Assyakurrohim et al., 2022).

This research was conducted in Bonorejo Village with a data collection system through observation, in-depth interviews, and documentation (Ilfit Novita Sari, 2022). Researchers at the research location will conduct observations to obtain information about the studied problems (Adolph, 2016). The interviews were structured with questions prepared before the researcher conducted the interview (Fitria Widiyani, 2021). Documentation is used to support observations and interviews to make the research results more accurate, with documentation in the form of small notes and photo portraits (Jaya, 2020).

The informant determination technique uses the purposive sampling method. Purposive sampling is used because this informant selection method is intentionally based on their ability to provide relevant and accurate data (Diana, 2017). The intended sample is women directly involved in the Exxonmobil CSR program, community leaders or village officials who know the empowerment program in Bonorejo Village, and representatives from Exxonmobil responsible for CSR in Bonorejo Village. According to Miles and Huberman, data analysis with an interactive model consists of three main components, namely (1) data reduction, (2) data presentation, and (3) concluding/verification. These three components are critical in

qualitative data analysis because the relationship between the three needs to be compared continuously to determine the direction of the conclusion's contents as the study's final result.

RESULTS AND DISCUSSION

Awareness

Awareness is a crucial initial stage in community empowerment. At this stage, the community is given an understanding of their rights and potential and participation in development. At this stage, it can start with socialization; the organizers provide information about the programs, then conduct relevant training according to the needs of the community so that the community is more responsive and willing to follow the series of training, then mentoring the community to identify problems and solve community problems about the training.

Based on the results of the interviews conducted by researchers, awareness raising for the community, especially women in Bonorejo Village, was carried out with a subtle approach. Awareness of women's rights and potential was conveyed when the mothers casually discussed them in front of the house. This socialization was carried out slowly so they knew they had potential that could be developed, as stated by NP, the head of the PRIMA (Indonesian et al.) program, one of the women's empowerment programs in Bonorejo Village.

"I started inviting and telling them that this program benefits women; we women can have an income while still carrying out our obligations as housewives. The mothers' responses were as if they were still unsure, but in the end, they wanted to try". NP as the head of the community.

What NP said made the village women aware and diligently followed this program. Most of the women who followed the training program provided by ExxonMobil experienced significant improvements in technical and managerial skills. As ER on, one of the members of this prima said

"The training provided by ExxonMobil opened our eyes to the business opportunities that can be run. We finally started to focus on it and work together to make this product with other mothers," said ER as a member.

The training program, which included practical skills, such as handicrafts (knitting), and business skills, such as financial management and product marketing, proved effective in increasing their capacity. Around 80% of program participants reported being more confident running their joint venture. The training improved practical skills and increased women's understanding of the importance of business planning and efficient resource management.

This Corporate Social Responsibility program also has a profound social impact, especially regarding women's empowerment and changing gender status in the village. Previously, women in Bonorejo Village had a minimal role in economic and social activities. However, after being involved in training and entrepreneurship activities, women significantly influence decision-making within the household and community. Some women who previously did not work outside the home are now leaders of local businesses, which gives them a stronger position in the family and community. This also changes social norms that previously limited women's role in economic activities.

Capacity

After the community is aware of their rights and potential, the next step in the empowerment strategy is capacity building. Based on researchers' findings, the PRIMA (Perempuan Indonesia Merajut) women's empowerment program is one of ExxonMobil's Corporate Social Responsibility programs. However, after a few years, this program was included in the BUMdes list. The funds that should have been from ExxonMobil for this program were diverted to village infrastructure development. However, Exxonmobil continues

to provide guidance and facilities for every event or competition for this program because it is successful. This was conveyed by one of the village government employees.

"The women's empowerment program in this village is quite successful, miss, the program which initially only trained a few people, has now succeeded in becoming a community and can work together with the Sri Sasanti Foundation Jogja. Initially, this program was funded by the ExxonMobil CSR program. Still, there were more priority matters, so we diverted the funds to infrastructure, and we funded this program from BUMdes"—JK as the Head of the Hamlet.

Initially, ExxonMobil gave the training in the Gayam District; all villages in the Gayam District participated in this training. Then they promised that the best product would be ordered directly after the training. The training was not carried out only once but several times, and finally, the representatives from Bonorejo Village produced good products and finally got the orders as promised. The first order was 100 pieces, which were worked on by 54 people who participated in the training in the district. This training was carried out at the end of 2018. Then, the women representatives from Bonorejo Village conducted their training there, which 60 female villagers attended. After natural selection, it turned out that only 30 people survived.

Exxonmobil continues to assist the women of Bonorejo Village. They also help with product marketing, inviting these women when there are events or competitions about knitting in the women's community of Bonorejo Village. Exxonmobil not only assists in terms of marketing products but also provides support in the form of facilities ranging from vehicles to food and lodging when there are competitions outside the city, as conveyed by NP when the researcher conducted an interview.

" Exxonmobil's role is extraordinary, sis. It provides training, assistance, and facilities that are quite extraordinary, starting from vehicles, food, and lodging, all funded by Exxonmobil when we participate in events held by Exxon or competitions. Not only that, but there was once a media that covered us, sis, and that was also a relation of Exxonmobil." NP as the head of the community.

One of the most obvious impacts of this CSR program is the increase in the economic income of the participating women's families. Before joining the program, most women in Bonorejo Village were only involved in household chores and depended on the income of their husbands or other family members. One member of the knitting community in Bonorejo Village said,

"I joined this initially just because I was bored, but after I studied it, it turned out to have results. We work on orders that sometimes have 100 bags - 4000 bags; from these knitting orders, we get wages, and the wages we receive can help the family economy, more or less enough to meet my needs, sis," said SM as a member of PRIMA.



Source: Author, 2024 Figure 1. Knitting

After the training, many women began producing and selling handicraft products, which were sold in local markets and reached international markets. As a result, almost 70% of the participants reported a significant increase in family income, with some experiencing an increase of up to 40% in less than a year.

Overall, women's empowerment through this CSR program impacts individuals and contributes to broader social and economic development in Bonorejo Village. As women's skills and income increase, families' quality of life improves, and dependence on external assistance decreases. In addition, women involved in local businesses actively strengthen social networks and support other development programs, such as children's education and improving village infrastructure.

Empowerment

Empowerment is the next step after capacity building. At this stage, the community is given power, authority, and opportunities to develop and achieve independence. Independence will be used to carry out the program's sustainability after training and coaching from ExxonMobil. Coaching is carried out by providing training and mentoring after the training ends. ExxonMobil provides the capital, but the village government diverted the Corporate Social Responsibility funds to infrastructure development, so BUMdes currently funds this program but still receives mentoring from ExxonMobil. The program's sustainability is also one of the main findings in this study. After gaining skills, most program participants were able to develop businesses and even invite other women to get involved in the industry.

"The activities of women in this village are running well and are structured, ma'am; they get knowledge, then pursue it and study it to establish this business community. Their businesses vary from catering, snack businesses, and knitting, which received training from ExxonMobil." IA as the head of BUMdes.

The women in Bonorejo Village work together to carry out economic activities without relying on their husbands. They are diligent if given training and are willing to develop so that they can do this business. The women of this village have a good team spirit so that these activities and communities run smoothly. Local initiatives are starting to develop, where groups of women form communities to market products collectively and share resources. Several business groups have also begun to penetrate broader markets, including collaborating with the Sri Sasanti Foundation from Jogja and BCM (Bumi et al.), where they will take the products produced by Bonorejo women, add with a few modifications and then export to the United States. This shows that ExxonMobil's Corporate Social Responsibility program provides short-term impacts and creates a strong foundation for economic independence and the sustainability of women's businesses in the village.



Source: Author, 2024 Figure 2. Visit of the Singapore Ambassador

The Singaporean Ambassador also visited the knitting community in Bonorejo Village because they were interested in the products produced by this community. The Singaporean Ambassador is also part of ExxonMobil's relations. Although this program showed positive results, the study also identified several challenges that need to be addressed to ensure the sustainability of the long-term impact. Key challenges include limited access to business capital, a stable market for local products, and more intensive assistance in business management. However, there are still great opportunities to develop a wider marketing network and increase women's digital marketing capacity and technology use to expand their markets. Recommendations for increasing access to capital can include digitizing finance by utilizing digital technology, such as fintech platforms, to expand the reach of access to capital for women. Providing microloans, such as savings and loan cooperative programs, can provide women with access to capital without collateral. Gender-inclusive policies or the government must ensure policies that support women in gaining financial access. Finally, increase women's financial literacy and managerial abilities to maximize the use of the model.

From the statement above, awareness is essential for community empowerment, and awareness is done well in the program. Capacity building is also needed to carry out community empowerment, and capacity building, as shown in the results above, is well fulfilled. In this case, empowerment is also an important indicator because empowerment can determine the program's sustainability. Here are the conclusions:

No.	Development Aspects	Concrete Steps	Resourc es/Actor s	Impact
1.	Awareness	 Providing Information Education and training Active Participation Evaluation 	Bonorejo Village Commun ity, Bonorejo Village Women	Awareness impacts the community knowing information about the program and actively participating in the program.
2.	Capacity	 Identify needs and potential Education and Training Formation of social networks Provision of access to resources 	Exxonmo bil, Village Governm ent	The program is targeted and beneficial for the community
3.	Empowerment	 Awareness Capacity Strengthening independence Institutional strengthening Evaluation 	Exxonmo bil, Village Governm ent	The creation of a spirit of independence for women in Bonorejo Village, and the formation of a helpful community

Table 1. Community Empowerment Development Aspects

Source: author,2024

In community empowerment, protection is an essential element because protection aims to protect the community from exploitation or injustice from outside parties or impartial policies. This protection can take the form of advocacy, regulation, or policies that support the community's rights so that they can empower themselves without feeling threatened or disadvantaged. The addition of the concept of protection to the theory of community empowerment aims for the community to empower themselves without facing threats or disadvantages from outside parties or impartial policies.



Source: Author, 2024 Figure 3. Community Empowerment Theory

In community empowerment, protection is an essential element because protection aims to protect the community from exploitation or injustice from outside parties or impartial policies. This protection can take the form of advocacy, regulation, or policies that support the community's rights so that they can empower themselves without feeling threatened or disadvantaged. The addition of protection to the community empowerment theory aims for the community to empower themselves without facing threats or disadvantages from outside parties or impartial policies.

Protection is critical, and the PRIMA (Indonesian et al.) community that is run in Bonorejo Village must receive protection and recognition from the village government and external parties so that these village women can continue to be empowered and involved in the business world that runs without leaving their obligations as housewives. This activity supports one of the points of the SDGs, namely gender equality, where women can get decent opportunities in terms of education and the economy. This activity needs to be protected because many women have tried hard to produce marketable products and get wages according to their performance; this needs to be protected so that there is no exploitation of employees in the future.

CONCLUSION

This study shows that the Corporate Social Responsibility (CSR) program implemented by ExxonMobil in Bonorejo Village significantly impacts women's empowerment. Based on the research findings, awareness of women in Bonorejo Village regarding their rights and potential has gone well so that women understand their rights and potential. The training program provided is a form of capacity building that has improved women's technical and managerial skills, so that they become more confident and able to run their businesses. Increasing family income is also one of the most apparent impacts, with almost 70% of participants experiencing a significant increase in income, this is a form of successful empowerment. This program also has a major social impact, with significant changes in women's gender roles and status, who are now more active in decision-making at the family and community levels. In addition, many women's groups have succeeded in developing their businesses through the community and marketing their products to a broader market, indicating that this program creates a strong foundation for sustainable economic independence. This impact also strengthens the social and economic development of the village, with improved quality of life for families and reduced dependence on external assistance.

However, the study also identified several challenges that need to be addressed to ensure long-term impact sustainability, such as limited access to capital, lack of stable markets, and the need for further mentoring in business management. Therefore, it is recommended that ExxonMobil's CSR program consider several things. First, it is essential to increase women's access to business capital through micro-loan schemes or support from financial institutions. Second, broader market development can be achieved by providing training in digital marketing and utilizing e-commerce platforms. Third, more intensive post-training mentoring will help strengthen women's businesses in the long term. In addition, product and design innovation that is in line with market trends must be encouraged to improve the competitiveness of local products. Entrepreneurship counseling should also be expanded, especially in business planning and financial management, to support the sustainability of women's businesses.

For further research, it is recommended to conduct a long-term study to monitor the long-term impact of this program on women's economic independence and family welfare. Additional research on the social implications of the CSR program on changing social norms related to women's roles in society is also fundamental. In addition, a cross-sectoral evaluation of the CSR program, which includes impacts on education, health, and infrastructure, will provide a more comprehensive picture of the success of this program in supporting holistic village development. By optimizing these suggestions, it is hoped that the ExxonMobil CSR program can provide a broader and more sustainable impact, not only for women in Bonorejo Village, but also for the development of the village community.

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