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Resilience and Digital Marketing Training for Tengger Women Micro-Entrepreneurs in Sukapura Village: A Step toward Women's Economic Empowerment

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Abstract

Indigenous women micro-entrepreneurs in tourism areas often carry multiple roles as cultural custodians, household managers, farmers, and traders, which can cause fatigue and psychological stress while they compete with products from outside the region. Most community service programs address either business skills or psychological wellbeing separately. This article reports an integrated community service program that combined psychological resilience training with digital marketing training for Tengger women micro-entrepreneurs in Sukapura Village, Bromo Tengger Semeru National Park, East Java, under the Gender Equality and Social Inclusion (GESI) framework. The program followed three stages: preparation (needs assessment and module development), implementation (lectures, discussion, guided meditation practice, and mentoring), and evaluation. Twenty women participated. Mean pre-test and post-test scores increased from 75 to 85 for resilience and from 77 to 83 for digital marketing, and participants were able to apply social media marketing (WhatsApp, Instagram, and Facebook) to promote their products during mentoring. The program shows that pairing psychological and economic capacity-building is a feasible approach to women's economic empowerment, a precondition for gender equality, among indigenous women in a tourism-dependent community. Effects on income, wellbeing, and gender relations were not measured and should be examined in follow-up programs with continued mentoring and stronger evaluation.

Keywords: Tengger women; resilience; digital marketing; women's empowerment; MSMEs; community service

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1. INTRODUCTION

Indonesia is a pluralistic country consisting of diverse ethnic group communities spread throughout Indonesia with culture local as characteristic typical every its territory (Risky & Sumardijati, 2023; Rizqi & Mujiwati, 2023; Hariwiyanti & Ruja, 2022). This matters no except on the island of Java, specifically in East Java there is the Tengger tribe who live area slopes of Mount Bromo and Semeru, namely in the districts Pasuruan, Probolinggo, Malang, and Lumajang. The Tengger tribe spread across this region highly respects its tall values tradition local beside lots of people culture outside coming, in consequence, exists tour level internationally owned namely Bromo Tengger National Park Semeru (TNBTS) (Febriani, 2018; Panji Deoranto et al., 2019).

It's a sustainable tradition of the locally owned ethnic group Tengger this no regardless of role the people, especially group women (Sadilla & Yulianingsih, 2022). Women in the tribe Tengger own multirole, the one role is to conserve the tradition. However, apart from that act task, women in the tribe Tengger also often do outside work realm domestic, up to moment this amount worker women in

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the tribe Tengger keep going experience improvement, no except for women local public ethnic group the perch that inhabit village Sukapura (Matofani, 2015).

There is an increase in the number of workers women besides distribution roles for women in the tradition, also because exists factor need economy family requires it group women join in do work outside his obligations. Majority public ethnic group Tengger worked as farmers in the rice fields and in the fields, no exception the women did it. Between work carried out by women in activities agriculture is hoe, root out pests, watering plants in rice fields and in gardens like man (Ramiyati et al., 2022). Whereas for groups that sell products generally local for sale is merchandise like hat, scarf, flowers edelwise, bags, and t-shirts. Apart from that, it also opens roadside stall food and drinks are open every day even 24 hours. However problems that occur is many competitors who sell with product similar make income become decrease (Binada, 2019).

Activity selling the carried out in the area tour Mount Bromo in general they do start from 02.00 to 08.00 am. Research conducted by Riswaningsih in Sadilla & Yulianingsih (2022) mention that the women who trade grocery share time they with do work house ladder from morning until afternoon day. This matter in line with results research conducted by Darmayanti (2021) which group women do work house ladder after finish activity trade they. Apart from responsibility answer the group omen ethnic group Tengger also has task for guard tradition local as effort preservation culture local. This is very telling that women own multiple gender roles in their life. Gender defined as difference role, function, and it is not quite enough answer both in women and men are formed or created by norms, customs as well as trust public local (Farmia, 2006; Afifudin et al., 2018; Ramiyati et al. 2022). Generally women do work in the realm identified domestic with look after house stairs, but because exists change in life social lots make women plunge to realm public for fulfil neesd economy family (Wonokitri et al., 2020 ; Andini & Khurun'in, 2021).

There are things the cause group women in the village Sukapura lots workers found the women did it work for fulfil need life family shoulder burden complex tasks, ie start from work house ladder until work daily life, whichever you can influence condition psychological, like fatigue and stress. Therefore that, from results analysis situation so our team give solution in the form of "Training Resilience and Digital Marketing for Increase Resilience and Economic Skills for Local Women as an effort to make it happen Gender Equality in Sukapura Village TNBTS".

Resilience as solution training from problems faced group women this interpreted as ability endure man in face conflict and difficulties (Madina, 2018; Connor & Davidson, 2003). Ability man for face a conflict and tension required moment happen a disaster nature that happens in a way sudden. This matter because resilience is ability individual for return recover from stressful and stressful event no comfortable. Besides that as form formation personality positive in humans For improve the adaptation and management process emotional negative (Losoi, Turunen, Waljas, Ohman, Julkunen, & RostiOtajarvi, 2013). According to Herman, Stewart, Diaz-Granados, Berger, Jackson, and Yuen (2011) there are three available sources build self-resilience individual, namely personal factors (traits personality, spirituality, function intellectual, regulatory emotions, self-efficacy, and optimism), biological factors (development structure brain, functions and systems from existing neurontransmitters), and environmental-systemic factors (support social, stability family, culture, and services obtained from organization or outside agencies family). Factors the strengthen individual maintain his mental health alone.

As for digital training marketing, this no only activity entrepreneurship with method selling, however with how method change industrial and rejuvenating old approaches with ways new for innovate in period front (Hidayat & Andarini, 2020). So, from that somebody which apply digital marketing this must have method innovative thinking for develop all what potential exists, where? later innovation carried out especially in the products sold this can compete and be accepted in society (Saputra et al., 2020).

Evidence from other Indonesian contexts shows that psychological burden and business capability need to be addressed together. A survey of 242 married women MSME owners in Bali found that work–

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family conflict increases entrepreneurial burnout and reduces entrepreneurial orientation, while resilience weakens the effect of conflict on burnout; the authors recommend that MSME empowerment include resilience-building and role-management interventions alongside financial and technical support (Carina et al., 2026). Studies of women entrepreneurs in crisis settings similarly report emotional exhaustion, fear of failure, and uncertainty, together with the coping strategies women use to build resilience (Bagheri et al., 2024). On the marketing side, MSMEs need the capability to conduct marketing in the digital world in order to grow (Andika et al., 2021). Previous community service programs have mostly trained micro-entrepreneurs in digital marketing skills alone (Ayu Maulinda Widiawati et al., 2019; Azizah, 2019; Islami & Fitria, 2019). To our knowledge, few programs combine psychological resilience training with digital marketing for indigenous women in a tourism-dependent area such as Sukapura, even though stress and role overload can limit women's capacity to apply new business skills (Carina et al., 2026).

The Gender Equality and Social Inclusion (GESI) framework aims to ensure that women, men, and marginalized groups have equitable access to resources, opportunities, and decision-making, and that program design addresses the barriers that exclude them. In this program, GESI was applied in three ways: (1) the target group was indigenous women, who face both gender-based role overload and limited access to markets; (2) the training started at 08.30, after the early-morning trading hours (02.00-08.00), and was held at the village hall; and (3) the content addressed both psychological and economic barriers rather than skills alone. Sukapura Village is also a relevant setting because tourism provides a market but exposes small traders to strong competition from products made outside the area.

Based on this gap, the PKM GESI program was designed under the Gender Equality and Social Inclusion (GESI) framework with two objectives: (1) to strengthen the psychological resilience of Tengger women micro-entrepreneurs in Sukapura Village, and (2) to improve their digital marketing skills. Both objectives are intended to support women's economic empowerment as a step toward gender equality.

2. METHOD

This community service program (PKM GESI) was conducted by Universitas Negeri Surabaya for Tengger women micro-entrepreneurs in Sukapura Village, Probolinggo Regency, East Java, within the Bromo Tengger Semeru National Park (TNBTS) area. The program consisted of three stages: preparation, implementation, and evaluation (Figure 1). The activities in each stage are summarized in Table 1.



Figure 1. *Stages of the PKM GESI Program*

By more details, plot implementation of PKM GESI is as following:

Table 1. *Activities in Each Stage of the Program*

Stage	Activity	Description Activity
Preparation	Meeting preparation for PKM GESI.	The team held meeting preparation for equalize perception about concept and focus training resilience, branding and digital marketing for group women in village TNBTS Sukapura.
	Location survey and assessment need object target.	The team did surveys and assessments need study in groups women in village TNBTS Sukapura.

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	Analysis results assessment need object target.	The team did analysis results assessment need as well as determine solution solution problem for set as a PKM GESI program.
Implementation	Compile modules psychoeducation and digital product marketing local as well as compile PKM event concept.	The GESI PKM team did preparation module psychoeducation, branding, and digital marketing of products local at a time compile PKM event concept.
	Implementation of PKM.	The PKM team implemented activity training and mentoring as it has been set.
Evaluation	Evaluation PKM activities	The team did evaluation activities that have been implemented at the village Sukapura TNBTSwith objective for improve activities devotion furthermore.
	Drafting report post PKM activities	The team organizes GESI PKM report and improve it module psychoeducation, branding, digital product marketing local public ethnic group Tengger.

The participants were 20 women from the Tengger ethnic group in Sukapura Village, most of them local micro-entrepreneurs. The training was held in person at the Sukapura village hall. In the preparation stage, the team conducted a location survey and needs assessment among women's groups in Sukapura Village. The assessment identified fatigue and stress arising from women's multiple roles, together with weak competitiveness in marketing local products. On this basis, the team selected two focus areas: resilience and digital marketing. It then prepared a psychoeducation module on resilience and a module on branding and digital marketing of local products. Participants were Tengger women in Sukapura Village who ran micro-enterprises or traded in the tourism area, selling products such as hats, scarves, edelweiss flowers, bags, and T-shirts, or running food and drink stalls.

Understanding of each topic was measured with a separate pre-test and post-test for the resilience and digital marketing materials, using the same items before and after the training. The tests assessed understanding of the material rather than resilience as a trait, and they were not validated psychometric scales. The resilience module covered the meaning of resilience, its personal, biological, and environmental-systemic sources (Herrman et al., 2011), the stress arising from multiple roles, and ways to cope with stress and hardship. The digital marketing module covered the use of WhatsApp, Instagram, and Facebook to market local products, and the branding of local products. The guided meditation lasted 30 minutes (Table 2) and helped participants manage their emotions.

The training was a one-day session from 08.30 to 12.10 (Table 2). Materials were delivered through lectures, discussions, practice, and mentoring. The resilience session was delivered by a psychologist and an academic from the team and included a guided meditation practice to help participants manage emotions. The digital marketing session was delivered by a lecturer and covered the use of social media such as WhatsApp, Instagram, and Facebook to market local products. The team also prepared an Instagram account and a website design to support product branding for the participants. Discussion and mentoring sessions allowed participants to raise problems they faced in their businesses.

Table 2. *Training Schedule*

No.	Time	Activity	Description
1	08.30–09.00	Opening and remarks	Official opening by the head of the PKM team and the village representative
2	09.00–09.45	Resilience session	Material delivered by a psychologist and an academic from the team
3	09.45–10.30	Digital marketing session	Material delivered by a digital marketing lecturer
4	10.30–11.00	Meditation practice	Guided practice to strengthen resilience and emotion management
5	11.00–12.00	Discussion and mentoring	Discussion with resource persons on women's resilience and digital marketing for MSMEs
6	12.00–12.10	Closing	Closing by the committee

Program success was evaluated against four indicators: (a) the target number of participants was reached, (b) the training objectives were achieved, (c) the planned material targets were covered, and

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(d) participants were able to master the material. Participants' understanding was measured with a pre-test before and a post-test after the training, separately for the resilience and digital marketing materials. Test results were compared descriptively using the mean pre-test and post-test scores. Problems raised by participants during the discussion sessions were used to complement the test results and are reported descriptively in the Results and Discussion.

3. RESULTS AND DISCUSSION

The training resilience and digital marketing for increase resilience as well as skills women local in the village Sukapura TNBTS implemented through a number of stages. As has been planned previously, the steps carried out ie with 1) Preparation, done with stage meeting for compile draft training resilience & branding and digital marketing for women local at the village Sukapura TNBTS. Furthermore team conducting surveys and assessments need study as well as do analysis resultsl assessment for designate the solution as a PKM program. 2) Implementation, implemented in a way straight to the hall village Sukapura which was attended by participants and resource persons training. Also, 3) Evaluation, which is carried out after activity finished, this for evaluate activity in a way whole for repair activity devotion next.

By general, results implementation training resilience & digital marketing for women local in the village Sukapura includes a) success of the target number participant training; b) attainability objective training; c) achievement of material targets that have been achieved planned; and d) ability participant accompaniment in mastery material. As has been planned, quantity participants who took part activity devotion to public A total of 20 participants came from from group women ethnic group Perched in the village Sukapura especially the perpetrators business local. Participants took part actively in the discussion and mentoring sessions on both topics.

3.1 Resilience Training

Psychological resilience is the ability to adapt and recover when facing stress and adversity (Connor & Davidson, 2003; Fletcher & Sarkar, 2013). It is shaped by personal, biological, and environmental-systemic factors such as social support and family stability (Herrman et al., 2011). Resilience training is relevant for women micro-entrepreneurs because they often manage several roles at once. Among married women MSME owners in Bali, resilience weakened the effect of work–family conflict on entrepreneurial burnout (Carina et al., 2026). Tengger women in Sukapura experience a similar vulnerability in both household tasks and daily work.



Figure 2. *Delivery of Resilience Material from Meita Santi Budiani*



Figure 3. *Delivery of Resilience Material from Najlatun Naqiyah*

In implementation activity devotion to the community, material resilience accompanied by Meita Santi Budiani and Najlatun Naqiyah. Accompaniment the done with delivery material and discussion by

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resource persons and participants. In session material resilience, participants involved active discussion about experienced vulnerability during undergo life as mother house ladder as well as manager business family. In addition, participants are also given chance for do accompanied meditation in a way directly by Meita Santi Budiani. So, from that materials and results practice the later can applied in a way independent by women after operate activity daily for increase resilience psychological and embodying resilient personality in face factor existing external.

Mean scores on the resilience material increased from 75 in the pre-test to 85 in the post-test (n = 20), indicating that participants understood the material better and could relate it to their personal and household lives. Participants also learned ways to cope with stress and hardship as part of becoming resilient individuals.

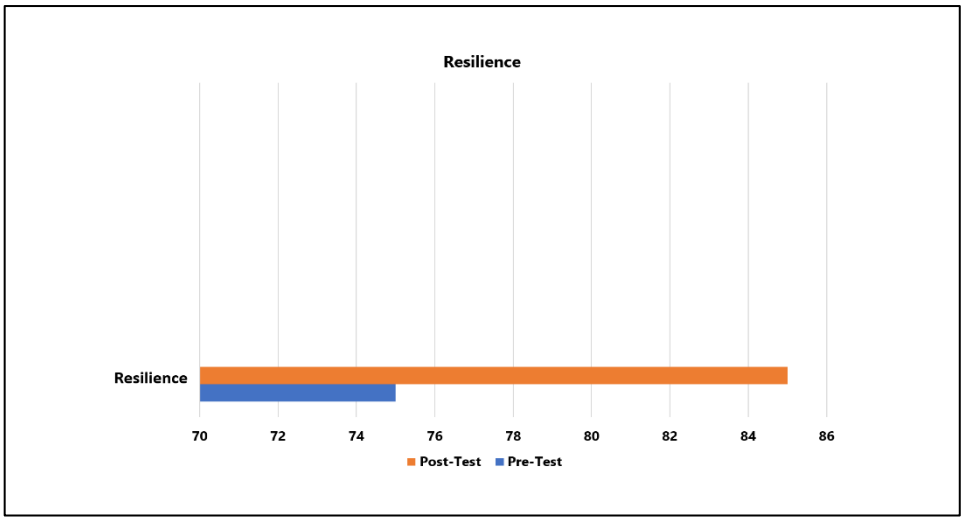


Diagram 1. *Pre-Test & Post-Test Training Resilience*

The meditation practice gave participants a concrete technique for managing emotions, which they were encouraged to continue independently; no separate measure was taken for this practice. The group discussion may also have provided peer support, one of the environmental factors described by Herrman et al. (2011). The tests measured understanding of the material rather than resilience as a trait, so the results should be read as short-term gains in understanding.

3.2. Digital Marketing Training

Digital marketing is something approach marketing carried out with use online technology in the form of a digital platform for promote product or service (Hidayat & Andarini, 2020; Ayu Maulinda Widiawati, Anggi Aprilia Pratiwi, 2019; Azizah, 2019). Additionally, with application this digital marketing method can help build connection with consumer as well as capable increase visibility and sales. Among the media that can applied for digital marketing are WhatsApp, TikTok, Facebook, Instagram, and Website (Islami & Fitria, 2019; Pemasaran et al., 2020). MSMEs in Indonesia need the capability to conduct marketing in the digital world in order to grow (Andika et al., 2021).

In mentoring digital marketing materials, resource person on duty namely M. Fahmi Zakariyah convey material and participants involved active in discussion. During session discussion on Digital Marketing material took place, participants also conveyed the problems he faced during operate MSME product business local. Findings during implemented it accompaniment marketing this, group women local MSME activists often experience lost competitive with originating product from Central Java especially Jepara and Bandung. This matter because Still minimal center production and marketing in the TNBTS area. Drafting this digital marketing material implemented by the PKM Team with give knowledge base before continue on stage implementation. These are structural problems that training

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alone cannot solve. Digital marketing can still help by widening the reach of local products beyond roadside stalls and by building direct relationships with consumers (Hidayat & Andarini, 2020).



Figure 4. Delivery of Digital Marketing Material from Mr. Fahmi



Figure 5. Session Discussion

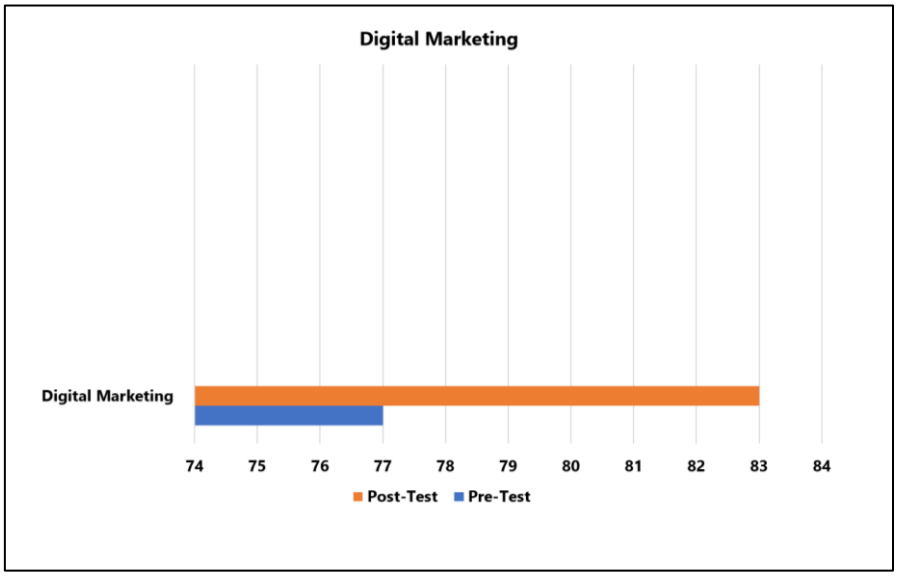


Diagram 2. *Pre-Test & Post-Test Digital Marketing Training*

Mean scores on the digital marketing material increased from 77 to 83 (n = 20). The smaller gain compared with resilience is probably partly because participants already had a fairly high baseline score. During mentoring, participants were able to apply marketing methods on digital platforms to promote their products. The PKM team also prepared an Instagram account and a website design to strengthen the branding of local products. The training did not measure changes in sales or income, so no conclusions can be drawn about them. During the mentoring session, participants practiced applying marketing methods on digital platforms to promote their own products. The Instagram account and website design prepared by the team served as a model for product branding. Because these were practice activities during mentoring, they show the ability to apply the skills, but not continued use after the session.

In the discussion session, participants reported that their products often lose out to products from Central Java, especially Jepara and Bandung, and that production and marketing centers in the TNBTS area are still minimal.

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3.3 Resilience and Digital Marketing Training as a Step toward Women's Empowerment.

As a form of the Tri Dharma of Higher Education, Service to the Community (PKM) carried out in the village Sukapura TNBTS in the group women local ethnic group Tengger local MSME actors like results identification problems that occur previously, the PKM team provided training form "Training Resilience and Digital Marketing". From the material presented by the team source person to participant through technique lectures, discussions, practices, as well as accompaniment results, participants has capable apply material as material development self in create resilient personality. This is reflected in the increase in mean test scores on both materials and in participants' ability to apply the material during discussion and mentoring.

Apart from that, on digital marketing material, participants has capable implement technique marketing through his social media, such as WhatsApp, Instagram and Facebook. This matter show that PKM participants have capable determine the right media to increase the marketing of the products they produce and to widen their market reach. From this digital marketing material has become bridge for group women perpetrator business local For reach consumer through more markets wide.

Both components responded to the multiple roles carried by Tengger women: resilience training addressed the psychological burden, and digital marketing addressed economic capability. Together they strengthen the conditions for women's economic empowerment, a precondition for gender equality. This is consistent with the recommendation that MSME empowerment programs include resilience-building alongside technical support (Carina et al., 2026). However, this program did not measure gender-equality outcomes such as decision-making power or access to and control over resources, so its contribution is best seen as strengthening individual capacity.

The materials were related to participants' own work, such as roadside stalls and early-morning trading in the Bromo area. Tengger communities are known for relatively balanced gender roles (Febriani, 2018), so the program aimed not to introduce gender equality from outside, but to reduce the burden that comes with women's multiple roles and to widen their economic options. To sustain these results, the team proposes follow-up mentoring on social media use, monitoring of simple business indicators such as sales and customer reach, and discussion with the village government on a shared production and marketing center, since limited local production and marketing facilities were the main structural barrier raised by participants.

This program has several limitations. It was a single-day training with an immediate post-test, no control group, and no follow-up, so it shows short-term gains in understanding but not lasting change in behavior, wellbeing, or income. The sample was small (n = 20) and no statistical test was applied. Future programs should add follow-up mentoring on social media use, monitor simple business indicators such as sales and customer reach, use a validated resilience scale such as the Connor-Davidson Resilience Scale (Connor & Davidson, 2003), and work with the village to develop a shared production and marketing center.

Table 3 summarizes the program against the four success indicators. All 20 targeted participants attended; the training objectives were reflected in higher post-test means on both materials; all six sessions in Table 2 were delivered; and participants showed the ability to apply the material in discussion and mentoring.

Table 3. *Program Achievement against Success Indicators*

Indicator	Target	Result
Number of participants	20	20
Training objectives	Higher understanding on both topics	Mean score +10 (resilience), +6 (digital marketing)
Material coverage	All planned sessions	6 of 6 sessions delivered

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Mastery of material	Able to apply the material in mentoring	Participants applied social media marketing during mentoring

4. CONCLUSION

The PKM GESI program in Sukapura Village trained 20 Tengger women micro-entrepreneurs in resilience and digital marketing. Mean test scores increased from 75 to 85 for resilience and from 77 to 83 for digital marketing, and participants were able to apply marketing techniques through social media. The program therefore strengthened the capacity of participants as individuals and as business actors, as a step toward women's economic empowerment. Its effects on income, wellbeing, and gender relations were not measured and should be examined in follow-up programs that combine continued mentoring, stronger evaluation, and support for local production and marketing.

AI USAGE STATEMENT

While preparing this manuscript, the authors used ChatGPT and Grammarly to refine language, paraphrase, and proofread. The authors carefully reviewed and revised all AI-assisted content and take full responsibility for the accuracy, originality, and academic integrity of the final published work.

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