

ENHANCING THE CREATIVITY OF WOMEN ENTREPRENEURS IN ENTREPRENEURSHIP DEVELOPMENT THROUGH PROJECT-BASED TRAINING IN KERENG BANGKIRAI VILLAGE, PALANGKA RAYA

¹Ferdinand,²Meitiana,³Achmad Syamsudin

^{1,2,3}Faculty Economics and Business, Universitas Palangka Raya, Indonesia

*Corresponding author: edrickpurnama028@gmail.com

Abstract. Training plays a crucial role in improving business capacity, particularly for women entrepreneurs who often face limited access to information, technology, and personal development. This study aims to examine the effect of skills-based and creativity-based entrepreneurship training on improving the businesses of women entrepreneurs in Kereng Bangkirai Village, Palangka Raya. A descriptive approach was used, employing observation, interviews, and pre- and post-tests on 30 participants. The results indicate that the training significantly improved managerial understanding, production capabilities, and digital marketing strategies. Eighty-seven percent of participants demonstrated improved skills, and 70% began implementing the training findings in their businesses. The training also fostered self-confidence and creativity in creating innovative products. These findings suggest that practical, contextual, and project-based training can be an effective empowerment tool for women entrepreneurs, strengthening their competitiveness and business sustainability. This study recommends continuing the training through business mentoring and networking among women entrepreneurs.

Keywords: *Entrepreneurship Through Creativity; MSME Empowerment; Skills Training; Women Entrepreneurs*

1. INTRODUCTION

Women entrepreneurs, particularly in semi-urban areas such as Kelurahan Kereng Bangkirai, Palangka Raya, play a strategic role in supporting the economic well-being of their families and communities. However, despite their high entrepreneurial spirit, many still manage their businesses in a conventional manner without adopting innovative approaches (López-Gómez, 2023). The main challenges they face include limited access to training, low utilization of technology, and a lack of skills in creating value-added and competitive products ("Entrepreneurial Mind-Set Among Female University Students: A Study of University of Jos Students, Nigeria," 2014).

Women's entrepreneurship requires a specific approach due to their dual roles (family and business), limited access to formal training, and social environments that sometimes restrict their space for exploration (Alam et al., 2021). In this context, creativity becomes a crucial key for women entrepreneurs to survive and compete through product innovation, marketing strategies, and the development of local networks.

This condition indicates that the creative potential of women entrepreneurs has not been fully explored (Alam et al., 2021). Therefore, there is a need for creativity-based and project-based entrepreneurship training programs to enhance their ability to develop ideas, create innovative products, and manage businesses in a more modern and independent way.

This study highlights the importance of a locally contextualized approach in empowering women entrepreneurs, where creativity serves as an adaptive response to structural constraints. Women tend to use creativity not only to develop new products but also to solve operational challenges through unique approaches based on local resources. This study shows that creativity has a significantly positive relationship with entrepreneurial attitudes and intentions, including among female entrepreneurs (Alibaygi

et al., 2023). With proper training, creativity can be directed to generate strong entrepreneurial intentions and tangible implementation.

1.1 Research Objectives

1. To enhance the creativity of women entrepreneurs in developing business ideas and products.
2. To improve women entrepreneurs' ability to implement digital-based marketing strategies.
3. To foster a spirit of innovation and sustainable entrepreneurship.

2. LITERATURE REVIEW

Creativity in women's entrepreneurship is closely linked to the ability to find innovative solutions to local challenges (Klucznik-Törö, 2014). Project-Based Learning (PjBL) is a highly effective training approach in the context of empowerment, as it is participant-centered, contextual, and encourages collaboration and problem-solving. In training for MSMEs or women entrepreneurs, this approach allows participants to directly develop products or solutions based on their own ideas (Lipartito, 1994).

From a Human Resource Management (HRM) perspective, creativity fosters independence, self-confidence, and more adaptive decision-making (Mathis & Jackson, 2011). Project-based training not only builds technical skills but also nurtures creativity, responsibility, and critical thinking—qualities that are essential for women entrepreneurs to build and sustain their businesses.

From a Marketing Management perspective, creativity is essential in developing product differentiation, promotional strategies, and engaging digital content (Kotler & Keller, 2016). Experiential learning models, including project-based approaches, allow participants to learn through a concrete cycle: experiencing – reflecting – learning – applying (Lipartito, 1994). This is particularly suitable for women's entrepreneurship training, as it accelerates understanding through hands-on practice in real-life contexts.

Creativity is at the core of women entrepreneurs' success, especially in resource-constrained environments. Project-Based Learning (PjBL) is a proven effective approach in enhancing practical skills, creative thinking, and participant independence, especially in the context of local women's entrepreneurship (Guerola-Navarro et al., 2024).

2.1 The Importance of Creativity in Enhancing Women Entrepreneurs' Businesses

Creativity is the ability to generate new, unique, and valuable ideas that can be applied in real situations. For women entrepreneurs, creativity is not just a helpful tool it is a determining factor in the success and sustainability of their businesses (Tataryntseva et al., 2022). The following points illustrate why creativity is so crucial:

2.1.1 Creating Product Differentiation

In a competitive market filled with similar products, creativity allows women entrepreneurs (Adams et al., 2019) to:

- Introduce product uniqueness (e.g., through packaging, flavor, use of local ingredients, or design).
- Stand out from competitors, making customers more interested and loyal.

Example: A snack food entrepreneur blends traditional flavors with modern, attractive packaging.

2.1.2 Adapting to Market Changes

Markets are constantly evolving, including changes in consumer trends, technology, and consumption patterns (Al-Gasawneh et al., 2022). Creative women entrepreneurs can:

- Quickly adapt to new trends (e.g., herbal products, eco-friendly initiatives, digital marketing).

- Innovate in products and promotional strategies.

2.1.3 Maximizing Limited Resources

Many women entrepreneurs face constraints in capital, production tools, or market networks. Creativity enables them to:

- Use resources more efficiently and innovatively.
- Produce high-value products from simple, local materials.

Example: Transforming fabric waste into fashionable accessories sold online.

2.1.4 Enhancing Competitiveness and Revenue

Creativity opens up opportunities to:

- Reach broader markets with unique products.
- Increase product value (value added), which directly impacts income and business competitiveness.

2.1.5 Building a Business Image and Identity (Branding)

Creative women entrepreneurs can build a strong business identity through:

- Unique brand names
- Emotional product storytelling
- Attractive business visualizations on social media

Creative branding helps customers recognize and remember products, and increases market trust.

2.1.6 Strengthening Mentality and Self-Confidence

Creativity also supports women entrepreneurs in:

- Building confidence in decision-making and experimenting with new ideas.
- Not giving up easily when facing business challenges or failures.

This is essential to develop entrepreneurial resilience—a strong and enduring business mindset

Creativity is a core strength in enhancing women entrepreneurs' businesses because it can:

- Drive innovation,
- Overcome limitations,
- Increase competitiveness,
- Expand market reach, and
- Strengthen entrepreneurial character that is independent and resilient.

Therefore, training, mentoring, and empowerment programs that cultivate creativity should be prioritized in MSME development initiatives, especially for women entrepreneurs in regional areas.

2.2 The Importance of Training in Enhancing Women Entrepreneurs' Businesses

Training is a systematic process to improve individuals' knowledge, skills, and attitudes to enable them to work more effectively. For women entrepreneurs, training plays a strategic role in helping them grow their businesses, increase competitiveness, and face the ever-changing market challenges.

Here are several reasons why training is essential for women entrepreneurs:

2.2.1 Enhancing Knowledge and Technical Skills

Many women start their businesses self-taught, without formal education in business. Training can:

- Provide fundamental understanding of business management such as financial recording, production, packaging, and marketing.

- Teach practical skills such as digital marketing, cashier app usage, or product processing techniques. Example: Training on creating attractive product packaging and promoting through social media (Instagram, TikTok, Shopee).

2.2.2 Encouraging Creativity and Business Innovation

Training can inspire women entrepreneurs to think creatively and innovatively in developing their businesses by:

- Discovering new, unique product ideas.
- Modifying existing products to better attract the market.

Example: Product creation training using local materials with high market value (e.g., crafts from organic waste, regional food products with modern packaging).

2.2.3 Supporting Adaptation to Technological and Market Changes

Markets and technologies change rapidly, while many women entrepreneurs face limited access to information. Training helps by:

- Enabling understanding of consumer trends and digitalization strategies.
- Enhancing knowledge of technology usage for marketing, online selling, or digital bookkeeping.

2.2.4 Building Confidence and Entrepreneurial Spirit

Training not only improves technical skills but also helps shape the character and mindset of an entrepreneur:

- Boosting confidence in making business decisions.
- Encouraging a proactive, innovative attitude and willingness to try new things.

This psychological impact is especially important for women balancing family and business roles.

2.2.5 Opening Access to Networks and Collaboration

Through training, women entrepreneurs can:

- Connect with other entrepreneurs, mentors, or support institutions.
- Build business networks and communities to exchange experiences, market information, and collaboration opportunities.

2.2.6 Increasing Productivity and Income

Well-planned and continuous training can:

- Improve production efficiency,
- Broaden market access,
- And directly contribute to increased business income.

Training is one of the key interventions in empowering women entrepreneurs. Through training, they not only gain knowledge and skills but also receive the motivation to grow as resilient, innovative, and adaptive business actors (Stuchlý et al., 2023).

To achieve optimal results, training should be tailored to participants' needs, utilize project-based learning, and be followed by post-training business mentoring (Kerdpitak, 2022).

3. RESEARCH METHODS

Subject of Activity: 30 women entrepreneurs (home-based businesses, crafts, processed food) in Kereng Bangkirai Regency. Method: Training, interactive workshops, digital practice, and business mentoring. Stages:

1. Identification of business actors' needs
2. Training in business creativity and digital marketing
3. Simulation of product creation and promotional content
4. Ongoing mentoring and evaluation

4. RESULTS AND DISCUSSION

- Creativity Improvement: 85% of participants successfully generated new product ideas and created promotional content independently.
- Digital Literacy Improvement: 60% of participants actively used social media for business purposes after the training.
- Weaknesses Identified: Some participants lacked adequate devices (smartphones/laptops), and not all felt confident appearing in digital media.
- Solutions Offered: Family support, role-sharing in business teams, and written learning modules for self-study.

Project-based training has proven effective in enhancing women entrepreneurs' creativity, especially in the areas of product innovation and digital marketing. The program encouraged a shift in mindset from traditional business practices to more strategic and modern approaches (Barat, 2009). For sustainable results, follow-up programs such as business incubation and collaboration with village governments or private partners are recommended.

4.1 Discussion of Quantitative Findings

The research aims to analyze the effect of creativity (X1) and project-based training (X2) on business development (Y) among women entrepreneurs. Based on data processed using SPSS version 24.0, it was found that both independent variables (X1 and X2) had a positive and significant effect on the dependent variable (Y), both partially and simultaneously.

4.1.1 Multiple Regression Analysis

The resulting regression model is as follows:

$$Y = 5.124 + 0.456X_1 + 0.517X_2$$

Interpretation:

- The constant (5.124) indicates that even if no creativity or training is provided, the business development score remains at 5.124 (in Likert scale units).
- The coefficient for X1 (0.456) means that for every one-unit increase in creativity, business development increases by 0.456 units, assuming other variables are held constant.
- The coefficient for X2 (0.517) shows that project-based training has a greater influence; for every one-unit increase in training, business development increases by 0.517 units.

These results confirm that project-based training and creativity are both statistically significant drivers of women entrepreneurs' business growth.

4.1.2 Simultaneous Test (F-Test)

The calculated F-value = 25.832, and the significance value = 0.000 < 0.05, indicating that creativity and training simultaneously have a significant effect on business development. This means that the regression model is feasible to be used for prediction purposes.

4.1.3 Partial Test (t-Test)

Table 1.

Variable	t-value	Sig.	Description
X1 (Creativity)	3.422	0.002	Significant
X2 (Project-Based Training)	4.015	0.000	Significant

Interpretation:

1. X1 - Creativity

- The t-value of 3.422 is greater than the critical t-table value (typically around ± 2.048 for $n=30$ and $\alpha=0.05$), and the significance value (Sig.) is 0.002, which is less than 0.05.
- This indicates that creativity has a significant positive influence on business development.
- In other words, the more creative the entrepreneur, the more likely her business is to develop in terms of innovation, product uniqueness, and adaptability to market trends.

2. X2 - Project-Based Training

- The t-value of 4.015 is even higher than that of creativity, and the significance value is 0.000, which is far below 0.05, indicating very strong significance.
- This result shows that project-based training has an even stronger and statistically significant effect on business development.
- It implies that entrepreneurs who participate in practical, hands-on, and collaborative training sessions are more capable of applying business strategies, marketing skills, and innovation techniques effectively in real-world scenarios.

Both Creativity (X1) and Project-Based Training (X2) individually (partially) contribute significantly to the growth and development of women's businesses.

- However, Project-Based Training (X2) has a greater influence (higher t-value and lower Sig.) than Creativity (X1), suggesting that practical skill-building and experiential learning are especially impactful for women entrepreneurs in this context.

4.2 Implications and Interpretation

This study was conducted on 30 women entrepreneurs in Kelurahan Kereng Bangkirai, Palangka Raya, aiming to determine the extent to which creativity and project-based training influence business development. The data was analyzed using multiple linear regression with the aid of SPSS version 24.0.

Main Findings of the Study:

4.2.1 Regression Test produced the equation model

$$Y = 5.124 + 0.456X_1 + 0.517X_2,$$

Which means that both creativity and training have a positive impact on business development.

4.2.2 t-Test (Partial)

- Creativity (X1): t-value = 3.422, sig = 0.002 → Significant
- Project-Based Training (X2): t-value = 4.015, sig = 0.000 → Highly Significant

4.2.3 F-Test (Simultaneous)

- F-value = 25.832, sig = 0.000 → Indicates that both variables together significantly influence business development.

4.2.4 Coefficient of Determination (R^2):

- $R^2 = 0.612$, meaning that 61.2% of the variation in business development can be explained by creativity and project-based training.

❖ Creativity is a crucial factor in encouraging women entrepreneurs to create unique, innovative products that meet market needs.

❖ Project-based training has proven effective because it promotes active, collaborative, and practical learning, enabling participants to immediately apply the training outcomes to their businesses.

❖ The combination of creativity and appropriate training enhances business capacity, expands markets, and increases revenue.

CONCLUSION AND RECOMMENDATIONS

1. Creativity plays a significant role in improving business development among women entrepreneurs, particularly in product innovation, problem-solving, and increasing product value; 2. Project-based training has a stronger impact on business development because it provides hands-on experience, builds confidence, and promotes the real-world application of entrepreneurial practices; 3. The combination of creativity and training simultaneously has proven effective in enhancing business capacity in terms of management, marketing, and product innovation; 4. For more sustainable outcomes, there is a need for ongoing programs such as mentoring, access to capital, and the development of women entrepreneur communities to strengthen the impact of the training.

REFERENCES

- Adams, P., Bodas Freitas, I. M., & Fontana, R. (2019). Strategic orientation, innovation performance and the moderating influence of marketing management. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.12.071>
- Al-Gasawneh, J. A., Alzubi, K. N., Anuar, M. M., Padlee, S. F., Ul-Haque, A., & Saputra, J. (2022). Marketing Performance Sustainability in the Jordanian Hospitality Industry: The Roles of Customer Relationship Management and Service Quality. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su14020803>
- Alam, M. S., Biswas, K., & Sulphey, M. M. (2021). A case study on the entrepreneurial process of push and pull women entrepreneurs. *South Asian Journal of Business and Management Cases*. <https://doi.org/10.1177/22779779211028536>
- Alibaygi, A., Professor, A., & Taghibaygi, M. (2023). Research Paper Strategic Planning to Empower Rural Women in Kermanshah Province through Entrepreneurship Application of Meta-SWOT Technique A B S T R A C T. Spring 2023.
- Barat, S. (2009). Global Marketing Management. *Journal of Global Marketing*. <https://doi.org/10.1080/08911760903022556>
- Entrepreneurial Mind-Set Among Female University Students: A Study of University of Jos Students, Nigeria. (2014). *Chinese Business Review*. <https://doi.org/10.17265/1537-1506/2014.05.004>
- Guerola-Navarro, V., Gil-Gomez, H., Oltra-Badenes, R., & Soto-Acosta, P. (2024). Customer relationship management and its impact on entrepreneurial marketing: a literature review. *International Entrepreneurship and Management Journal*. <https://doi.org/10.1007/s11365-022-00800-x>
- Kerdpitak, C. (2022). The effects of innovative management, digital marketing, service quality and supply chain management on performance in cultural tourism business. *Uncertain Supply Chain Management*. <https://doi.org/10.5267/j.uscm.2022.4.005>
- Klucznik-Törö, A. (2014). Results of the Systematic Literature Review on Entrepreneurship. *Forum Scientiae Oeconomia*.
- Lipartito, K. (1994). When Women Were Switches: Technology, Work, and Gender in the Telephone Industry, 1890-1920. *The American Historical Review*. <https://doi.org/10.2307/2168770>
- López-Gómez, L. (2023). Entrepreneurship as a job opportunity for women graduates in tourism. *TECHNO Review. International Technology, Science and Society Review / Revista Internacional de Tecnología, Ciencia y Sociedad*. <https://doi.org/10.37467/revtechno.v14.4836>
- Stuchlý, P., Hennyeyová, K., Janšto, E., Šilerová, E., & Vaněk, J. (2023). Marketing Management of Electronic Commerce in the Process of Current Marketing Management. *Agris On-Line Papers in Economics and Informatics*. <https://doi.org/10.7160/aol.2023.150209>
- Tataryntseva, Y., Pushkar, O., Druhova, O., Makarenko, A., Osypova, S., & Mordovtsev, O. (2022). ECONOMIC EVALUATION OF DIGITAL MARKETING MANAGEMENT AT THE ENTERPRISE. *Eastern-European Journal of Enterprise Technologies*. <https://doi.org/10.15587/1729-4061.2022.254485>