



## Assessing the Effectiveness of the *Desa Prima* Program in Empowering Women Economically

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**Abstract:** This study aims to evaluate the implementation of the *Desa Prima* Program as a form of productive economic empowerment for women in Wedomartani Village, Sleman Regency, using the CIPP evaluation model (Context, Input, Process, Product). The research was conducted over three months, from October 2024 to January 2025. It was aligned with the program's schedule to ensure the collected data would be both representative and current. The research subjects included 28 women who were active participants in the *Desa Prima* Program and program administrators who served as key informants. This study employed a formative evaluation design using a mixed-methods approach, combining qualitative methods (in-depth interviews, observations, and documentation) with quantitative methods (questionnaires). The research instruments were developed based on the indicators of the CIPP model and were validated through expert judgement and source triangulation. Qualitative data were analyzed thematically, while quantitative data were analyzed using descriptive statistics based on a Likert scale to determine the mean scores and percentages for each evaluation aspect. The results show that, in terms of context, the program was deemed highly relevant to women's economic needs (84.8%), with the majority of participants having no prior income (80.4%). Regarding input, the training facilities were considered adequate (81.3%), and the participant selection process was viewed as fair (82.1%), although the distribution of tools and availability of mentoring remained limited. In the process aspect, the training was participatory, with facilitator attendance rated relatively high (79.5%) and mentoring experienced by 77.7% of participants; however, a formal evaluation system was lacking. In terms of product, 60.7% of participants reported an increase in income, 57.1% continued to run their businesses, and all participants (100%) expressed a desire for the program to continue. The program has shown early positive impacts in promoting women's economic independence, although further institutional strengthening, legal business access, and cross-sectoral sustainability strategies are still needed.

**Keywords:** women empowerment, evaluation, *Desa Prima*, productive economy, CIPP model

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## INTRODUCTION

Empowering women in the workforce is a strategic approach to reducing poverty and promoting gender equality. This aligns with Sustainable Development Goal (SDG) 5, which emphasizes the importance of women's empowerment in all aspects of life (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Republik Indonesia, 2021). Women



contribute significantly to household welfare, community resilience, and local economic development (UN Women, 2022). Despite a nearly equal sex ratio, women remain disadvantaged in access to education, employment, and decision-making opportunities (Badan Pusat Statistik, 2024). Structural barriers and patriarchal cultural norms continue to limit women's participation in economic activities and leadership roles (P. A. dan P. P. (DP3AP2 D. Dinas Pemberdayaan Perempuan, 2022).

The feminization of poverty highlights that women are more vulnerable to economic hardship than men. Inequality in access to education, employment opportunities, legal business status, and technology worsens their economic condition (Sulastrri, 2021). In Yogyakarta, the Gender Empowerment Index highlights persistent challenges, including a high number of women-headed households and low political representation of women (P. A. dan P. P. D. I. Y. (DP3AP2 D. Dinas Pemberdayaan Perempuan, 2022). Limited access to productive resources further weakens women's economic independence (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Republik Indonesia (KPPPA), 2021). These findings indicate that the structural support system for women's empowerment is still inadequate and requires improvement (Organisation for Economic Co-operation and Development (OECD), 2021).

The Desa Prima Program was developed to address these issues through a community-based women's empowerment initiative. The program provides entrepreneurship training, business mentoring, access to capital, and marketing assistance for poor and vulnerable women (P. A. dan P. P. D. I. Y. (DP3AP2 D. Dinas Pemberdayaan Perempuan, 2022). Wedomartani Village in Sleman Regency was chosen as one of the pilot sites due to its strong local economic potential and large number of women working in the informal sector (Badan Pusat Statistik Kabupaten Sleman, 2024). However, community resources in this area have not yet been fully optimized, especially by women (Astuti et al., 2021). Therefore, it is crucial to evaluate the program's effectiveness comprehensively to ensure that it meets its intended goals (World Bank, 2020).

The CIPP model (Context, Input, Process, Product) provides a systematic framework for evaluating empowerment programs. It allows researchers to assess the relevance of the program, availability of resources, quality of implementation, and the resulting outcomes (Stufflebeam, 2020). Previous studies on women's empowerment programs often focused only on short-term results such as income increases or training outputs (Astuti et al., 2021). Few studies have examined context and process dimensions, creating gaps in empirical evidence for effective policy design (Kabeer, 2020). Using the CIPP model in this study provides a more holistic approach to understanding program strengths and weaknesses (Hapsari & Ningsih, 2022).

The novelty of this study lies in its focus on the Desa Prima Program in Wedomartani, which has been operating for more than three years. Unlike earlier research, this study applies the CIPP model to evaluate all aspects of the program, including context, inputs, processes, and outcomes (DP3AP2, 2023). This approach provides new insights into both the supporting and inhibiting factors that influence program implementation (Hapsari & Ningsih, 2022). The findings are expected to generate evidence-based recommendations for policymakers at local and national levels (World Bank, 2020). Furthermore, this research can serve as a model for scaling up sustainable women's economic empowerment initiatives in other regions across Indonesia (UN Women, 2022).

## **RESEARCH METHOD**

This study evaluates the implementation of the Desa Prima empowerment program for women in *Wedomartani*, Sleman Regency, using the CIPP evaluation model (Context, Input, Process, Product). The rationale for using this model is its comprehensive ability to assess the relevance of program objectives, the adequacy of resources, the quality of implementation, and the resulting outcomes (Stufflebeam, 2020). To strengthen the evaluation, the research employs a mixed-methods approach that combines qualitative and quantitative techniques. This

integration is expected to provide richer and more valid findings because qualitative data offer depth in understanding experiences, while quantitative data enable generalization of results (Creswell & Creswell, 2021). Thus, the mixed approach was chosen to ensure both analytical depth and empirical breadth in the evaluation.

The types of data used in this research consist of primary and secondary data. Primary data were collected directly from program participants, facilitators, and administrators through interviews, observations, questionnaires, and documentation. Secondary data were obtained from official documents, including reports from the DP3AP2 DIY office, statistical data from BPS, and relevant policy regulations DP3AP2 D. Dinas Pemberdayaan Perempuan, 2023). Qualitative data included narratives from in-depth interviews, field notes, and observation records. Meanwhile, quantitative data were collected from participant responses to structured questionnaires using a Likert scale.

Research instruments were designed to assess the four aspects of the CIPP model: context, input, process, and product. Indicators included program relevance to women's needs, resource availability, quality of training and mentoring, participation levels, facilitator involvement, skills improvement, income growth, and the sustainability of women's businesses. The data collection techniques employed were in-depth interviews, structured questionnaires, field observations, and document reviews. All instruments were validated through expert judgment to ensure accuracy, while data source triangulation was applied to maintain validity and reliability (Haira & Prasetyo, 2022). Through this combination, the instruments captured both the quantitative magnitude and the qualitative nuances of the program's implementation.

Data were analyzed using both qualitative and quantitative approaches. Qualitative data from interviews, observations, and documentation were examined through thematic analysis to identify emerging patterns related to women's participation, empowerment strategies, and implementation challenges (Braun & Clarke, 2021). Quantitative data from questionnaires were processed using descriptive statistics, including frequency distributions, percentages, and mean scores of each indicator (Endrizal, 2023). Results were then classified into low, medium, and high categories based on the Likert scale distribution. The overall mean score across all respondents was used to assess the program's overall effectiveness. Finally, the combined results served as a basis for recommendations to improve the Desa Prima program and as input for sustainable gender-responsive policy development.

## **RESULTS AND DISCUSSION**

### **Results**

#### **a. Aspect Context**

Evaluation context in the Prima Village Program in the Village Wedomartani aims to evaluate program compliance with the needs of the real women's village and the socio-economic conditions of the local area. The approach used includes field observations, in-depth interviews, and questionnaires. Observation results indicate that activity took place in the hall village, with adequate production facilities, an active organizational structure, and a large number of participants. However, it is still found to depend on the participant and the facilitator, as well as on understanding that has not even been about the vision term or program length.

This program is designed as a response to low access for women to income and to entrepreneurship training. Based on regional profile data, some large women do not yet have fixed incomes and rely solely on their husbands. The Prima Village Program provides them with space to study, engage in social activities, and independently develop a micro-business. This is reinforced by findings that participants show a spirit of cooperation and involvement in the production of activities and training.

Interview results, with 28 informants, are profound and strengthen findings and observations. Participants report feeling valued because they have been involved from the beginning of program planning. Training materials assessed as relevant, such as manufacturing

soap and packaging products, and having an impact on participants' ability in the economy. In addition to the economic aspects, participants also report improvements in self-trust, family support, and pride in being part of a productive group.

Several participants express hope in existing training programs, such as management, business, and digital marketing, to support sustainability efforts. In addition, the importance of strengthening structured organizations is highlighted to avoid relying solely on core management. Formal legitimacy from the Village Decree adds trust from parties outside, and participants propose the existence of Work. The same applies to parties external to open access training and to the market more broadly.

Table 1. Aspect Results Context

No	Question	Maximum Score	Score	Average	Percentage	Category	Ranking
1	This program, in accordance with the needs, is for women in the village	112	95	3.39	84.8%	Tall	1
2	Before the program, I did not yet have income alone	112	90	3.21	80.4%	Tall	2

Based on the results of the questionnaire on aspects of context, the empowerment program for the economy is productive through Prima Village, which is considered highly relevant to the needs of women in the village. This is seen from the acquisition score amounting to 95 of the maximum score of 112 on the statement "This program in accordance with need I as a woman in the village", with a percentage of 84.8% and category high, which is ranked first. Meanwhile, the statement "Before the program, I did not yet have income" myself, to obtain a score of 90 or 80.4% with the category high, in order to rank second. This result shows that the majority of respondents feel the program is suitable for the real experience of the condition, especially regarding the need for an empowered economy and financial independence. Thus, the program context has appropriate targets. It supports the achievement of empowerment objectives for women in the region.

Based on results from observations, in-depth interviews, and questionnaires, it can be concluded that the Prima Village Program in the Village Wedomartani has been designed and implemented with sufficient rigor, in accordance with the needs of the real Women's village. This program responds to the problems of a dependent economy, House stairs, lack of access to training, and limited participation in economic activities. Questionnaire results show that 84.8% of participants rate the program as highly relevant to their needs, and 80.4% report having no income before joining. These findings are reinforced by interview results showing that the presence of an opening program opportunity effort increases self-confidence and increases women's involvement in social and economic village life. In general, this program succeeds in fostering cooperation, building collaborative groups, and creating a space for prior learning. Not yet available in the village.

In the context of suitability implementation against the ideal standards set out in the Book Prima Village Guidelines (DP3AP2, 2020), the program in Wedomartani also demonstrates the fulfillment of several important elements. First, from the perspective of the number of members, guidelines require a minimum group size of 20 women from low-income families or at risk of poverty, and groups in Wedomartani have met this criterion. This involves 28 participants from backgrounds in the weak economy. Second, the implementation program stages, which are covered in the guidelines as socialization, initiation formation groups, and coaching, have also been implemented sequentially. The program starts with socialization

initiated by the government village and service-related activities, continues with the formation of an approved group under the Village Decree, and includes regular training and mentoring during the last year. Thirdly, from a side institutional perspective, the group has its own formal organizational structure, as outlined in the technical instructions, with roles divided for administrative management. However, decision-making remains centralized and is not yet fully collective. This shows that although a structure has formed, the institutional group's capacity still needs strengthening, especially in training management, distribution roles, and regeneration leadership.

In a way, the Prima Village Program in Wedomartani can be said to have fulfilled the principles of empowering a woman-based community, as outlined in the book guidelines. However, the implementation of the program remains in need of improvement, especially in strengthening organizational capacity, group involvement, member involvement in decision-making, and sustainability strategies post-training. With an approach that is consistent, participatory, and supportive across the sustainable sector, this program has the potential to become a model of an empowered economy in contextual and sustainable villages.

#### **b. Input Aspect**

Evaluation of input in the study. This aims to evaluate the extent to which the availability and utilization of power, good sources, human resources (HR), and infrastructure support the implementation of the Prima Village Program in the Village of Wedomartani. The input aspect becomes an important part of program evaluation because quality planning and preparedness sources of Power can influence the overall success of implementation. Research this approach through qualitative methods, including observation, interviews, and document reviews, as well as a quantitative approach with a distribution questionnaire to 28 participants.

Observation results indicate that parts of the big facility training are already available, including machine sewing, food processors, food ingredients, liquid soap, packaging tools, and an entrepreneurship module. However, the utilization of means is not optimal. During some training sessions, participants were still confused about operating the tool due to a lack of technical guidance and the absence of rotation during use. This is an impact on low participation in active practice, which should become part of the main training-based skills.

Training modules that have been printed and distributed but not used effectively. Some participants only keep the module without having time to read or understand the contents, because there is no mentoring in the examination material. The content module covers important aspects such as small business management, marketing strategy, and financial management. The gap between available materials and participants' understanding poses a challenge to increasing businesswomen's efforts and capabilities.

From an HR aspect, it was found that there is only one accompanying facilitator for all participant training. Although the facilitator is active and enthusiastic, the companion's limitations create an uneven learning process. Participants only receive short guidance in a turn-based manner, while others wait or try to study independently. The interview with the informant strengthens findings, such as INF-05 and INF-08, which reveal that limitations in tools and facilitators lead to a lack of opportunities for comprehensive practice.

Regarding the planning and recruitment process, participants found that public involvement has already been done through deliberation and is open. However, the selection process participant is not yet based on a structured technical criterion. During the candidate participant's willingness to participate and be active, they are directly accepted into the program. As a result, some participants do not consistently attend because they lack long-term commitment. This shows that even though program input is available, the quality of utilization and management of the source Power still needs improvement to achieve more optimal results.

Table 2. Input Aspect Results

No	Question	Maximum Score	Score	Average	Percentage	Category	Ranking
1	Facility training provided	112	91	3.25	81.3%	Tall	2
2	Training materials in accordance with the needs of the business I	112	89	3.18	79.5%	Tall	3
3	The selection process is ongoing and fair	112	92	3.29	82.1%	Tall	1

Based on the analysis of input data, all indicators are in the high category, indicating that participants assessing the empowerment program input economy through Prima Village have implemented it well. The statement “The selection process participant ongoing fair” to obtain the highest score, namely 92 of a maximum of 112, with a percentage of 82.1% and a ranking of first, reflects trust in the participant’s transparency and fairness in the selection process. Next, “Facilities training provided” received a score of 91 (81.3%) and ranks second, indicating that supporters’ training was assessed as adequate. Meanwhile, the statement” Training materials in accordance with the needs of business I” got scored 89 (79.5 %) and is ranked third, staying in the category of high, but shows that there is still room for adjustment in material training for business participants. Overall, the aspect of input in program implementation has met participants’ expectations and supported program success.

Evaluation of Input aspects in the implementation of the Prima Village Program in the Village Wedomartani shows that a significant component of the input is available in accordance with the minimum standards listed in the Book Prima Village Guidelines (DP3AP2, 2020). Based on results from observations, interviews, and questionnaires, we can conclude that facility physique training, such as tool production (stove industry, large blender, tool packaging), materials practice, and module training in entrepreneurship have been provided. In addition, the structure organization group has been formed under the Village Decree (SK), and training has been carried out at the location provided by the government village, namely Hall Village. The selection process participants were also carried out in an open and participatory manner through deliberation, so that the aspects of inclusivity and transparency were implemented as outlined in the guidelines’ “Principles” section, Implementation and Governance.

However, compared to the ideal standards outlined in the Book Guidelines, the implementation of Input in Wedomartani still has several weaknesses. The guidelines state that training must be accompanied by a facilitator with an appropriate ratio and an adaptive method in accordance with participants’ abilities. In the field, there is only one facilitator for 28 participants, resulting in an uneven distribution of guidance. The printed training modules are not used actively due to time limitations and the lack of a structured session for deepening. While that tool is available, the quantity is not yet sufficient for all participants, so practice must be done in turns. In fact, the book Guidelines, in a way, explicitly recommends training in small groups to ensure effectiveness and engagement for all members.

Questionnaire results support findings, with scores high on the” selection process” indicator, participants reported ongoing fair” (82.1%), followed by” facilities training” (81.3%), and” materials in accordance with need” (79.5%). Although it is at the category height, indicator materials and facilities indicate that there is still room for improvement in adjusting material training to the local context and optimizing tool utilization training. Based on the Book Guidelines, Input aspects are assessed not only on physical availability but also on their ability to support program objectives in a general, effective, and efficient manner.

Thus, the Input aspect of the Prima Village Program in Wedomartani, in a way administrative, has fulfilled the conditions in accordance with technical instructions; however, from the implementative side, it still needs strengthening in the utilization of facilities, the deepening of materials, and the support of human power. Improvements to the front need to focus on enhancing the quality of the facilitator, the active use of the module, and system rotation and evaluation, with more adaptive learning that meets participants' abilities. It is important that the available input can function optimally as a foundation for the successful empowerment of a woman-based community.

### c. Process Aspects

Evaluation of the process in implementing the Prima Village Program aims to assess the extent to which the activity is ongoing in accordance with plans, particularly in the empowerment strategy through business skills training. Based on the documentation, training is ongoing on four Sundays, with a combination of theory and practice, such as manufacturing liquid soap and packaging products. Presence participation is high (83%); however, there are technical constraints, such as delays in materials and damage to tools. Data collected through observation, questionnaires, and interviews deepened the understanding of program implementation from the perspectives of participants and facilitators.

Interviews reveal that participants feel involved in a way and active in practice, but many complain about time and tool limitations. Some participants mentioned the method training was fun, with a combination of discussion and practice, but the ratio of facilitators to participants was not ideal, so queue practice happened. Aspect participation also varies: some participants are very active, while others are passive because they are embarrassed or have not yet understood the material. This shows the need for a distribution group to be small to involve participants more evenly.

Beyond the technical aspects, training positively impacts self-trust and social skills. Some participants confess to being braver when conveying ideas and discussing, and then start trying to sell a product independently. The effect of social factors also manifests as increased togetherness among participants. Those who previously seldom interact now gather more often and support each other. This shows that training not only transfers technical skills but also strengthens the local community's social capital.

However, the implementation of the program has not yet been accompanied by a system adequate formal evaluation. Participants confess that no one gets bait and comes back, as written about in the results study, so it is difficult to evaluate individual achievements objectively. Some informants recommend a book evaluation or a simple test to assess development capabilities. In addition, collaboration with the government village was assessed as still weak, with more information about the program being advanced by the facilitator than by the device village.

Overall, the Prima Village program in the sub-district Wedomartani has succeeded in implementing, with sufficient involvement, high participation, and a positive impact on self-trust and skills. However, some matters need improvement, such as the facilitator's effectiveness, logistics and tool practice, system evaluation, and coordination across parties. Evaluation of this process shows that empowering women is not only about the content of training but also about the approach to ongoing mentoring and a supportive environment.

Table 3. Questionnaire Results Process Aspects

No	Question	Maximum Score	Score	Average	Percentage	Category	Ranking
1	Facilitator present moment training	112	89	3.18	79.5%	Tall	1

2	I get mentoring during the program	112	87	3.11	77.7%	Tall	2
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Based on the results of the process aspect questionnaire, all statements fall into the high category, indicating that the implementation of empowerment programs in the economy through Prima Village is progressing well and appropriately for participants. Statement "Facilitator present moment training" obtained a score of 89 out of a maximum score of 112, with a percentage of 79.5% and occupies ranking first, indicating that the presence of a facilitator during activity training is consistent and supports the learning process. Meanwhile, the statement "I get mentoring during the program" to obtain a score of 87 (77.7%) and ranked second, which reflects that the majority of participants feel they get guidance or directions during program implementation. In general, results. This strengthens the internal process components. Program implementation has been ongoing, effective, and capable of creating an atmosphere of active, directed training and facilitating participant development.

In a general sense, evaluation process aspects indicate that facilitators and mentoring are already in place but still need strengthening, particularly in matters of sustainability, interaction, and the depth of materials during implementation. This is consistent with qualitative findings indicating that advanced training and development should be more intensive during the program implementation stage.

Evaluation process aspects show that implementation of the Prima Village Program in the Village Wedomartani has been conducted in a way that is generally in accordance with the plan basis listed in the Book Training Guidelines implemented during four Sundays consecutively, consisting of delivery theory and practice manufacturing products (such as soap, liquid, and food light), and session discussion groups. The participants' attendance rate was high (average 83%), and the facilitators were present consistently (score on the questionnaire 79.5%). Findings show that the implementation of the principle is done in stages: socialization, initiation, training, and mentoring, beginning with the technical instruction. In addition, the atmosphere of participatory learning and connection-friendly interaction among participants reflects the implementation of humanistic and community-based empowerment strategies.

However, compared to the ideal standards in the Book Guidelines, there are still several gaps. Guidelines emphasize the importance of training in small groups so that every participant can gain experience equivalent to that gained in practice. In Wedomartani, the limitations of the tool practice and the ratio of facilitators to participants are not balanced, resulting in uneven training. Some participants must wait their turn, do not have time to try the tools, or find it challenging to repeat the process at home without mentoring. Evaluation systems have not yet been studied or implemented optimally, even though the Book Guidelines direct that there is a system for feedback and assessment to measure the achievements, skills, and readiness of business participants individually.

Besides, there is no documented formal evaluation, and coordination post-training between the group and the government village remains limited. Book Guidelines emphasize the importance of sustaining the mentoring process, including the village's involvement in monitoring and planning the development group's business. Therefore, although implementation training in Wedomartani has been in accordance with side participation and enthusiastic involvement, the program still needs strengthening in terms of quality technical training, management time, and tools, as well as in the continued integration of evaluation and mentoring processes. If the points are improved, the program process will be more in harmony with the standard ideal implementation of empowerment programs and an economy-based community, as formulated in the official guidelines.

#### d. Aspect Product



The evaluation product aims to assess the real impact of the Prima Village Program on the welfare of women participants, particularly in terms of changes in knowledge, skills, behavior, and entrepreneurship, as well as potential program sustainability. Evaluation of this also examines the extent to which the program encourages commitment to stakeholders, local policy, and the empowerment of women in a sustainable way. Data obtained through observation practice business, documentation of results, activities, questionnaires, and in-depth interviews with participants and stakeholders.

Evaluation results show that the prominent participant has training in practice skills to inform businesses about simple production, such as light, herbal-based local food and drink. Products such as sagon, herbal medicine, kuwud, and lemongrass are marketed in limited ways through bazaars, food courts, villages, social gatherings, and social media. However, production capacity remains low due to limitations in tools, materials, and business locations. Product packaging and labels are still simple; not all of it fulfils standard marketing requirements.

In the side-impact economy, some participants begin to earn additional income, though on a small scale. Some participants can fulfil needs on the House ladder through results sales, and understand the importance of recording effort. However, only a small part regularly record income and expenses, and not yet all have a clear plan and effort. Evaluation shows that the courage to start a business increased, but they still needed mentoring in advanced legal, accounting, and business planning.

Structural limitations also become the main constraints in business development. Participants experience obstacle-related permission distribution, capital access, tools production together, and knowledge about distribution and tax business. Some participants propose forming a cooperative or group business to streamline purchasing materials and standards and improve production scale. In addition, the need for a room production collective, it is proposed that the activity business is not confined to their respective homes, which is often inadequate.

In general, the evaluation of the product shows that the Prima Village Program has had a positive impact on women's motivation and initiative in creative activities, such as social media use, logo creation, and bazaar participation, which have begun to emerge. However, for pushing sustainability, institutional support is needed, including training in advanced digital marketing and business management, as well as a more structured evaluation and monitoring system. These results show that the empowerment economy is not just about technical training, but also about ongoing ecosystem support.

Table 4. Aspect Results Product

No	Question	Maximum Score	Score	Average	Percentage	Category	Ranking
1	My income increases after following the program	112	68	2.43	60.7%	Currently	2
2	I still operate the business to this day	112	64	2.29	57.1%	Currently	3
3	I want this program to continue in the future	112	112	4.00	100%	Tall	1

Based on the results of the questionnaire on aspects of the product, it is evident that the impact of empowerment programs on the economy through Prima Village received mixed responses from participants. The statement "I want this program continued in the future" received a perfect score of 112 (100%), placing it in the tall category and ranking first. This shows that participants were very supportive of program sustainability and felt a general benefit from

it. However, two indicators fall into the moderate category. Statement "Income I increase after following the program" obtained a score of 68 (60.7 %) and is ranked second, while the statement "I still operate business until now" obtained a score of 64 (57.1%) and is ranked third. Findings show that although the program was welcomed with enthusiasm, its impact on the economy was direct, such as improvements in income and business sustainability. Still, it is not yet completely optimal. Therefore, that aspect of the product indicates that the program has succeeded in building motivation and support for participants; however, it still needs improvement in matters of mentoring continuity and real business success.

Evaluation aspect product shows that the Prima Village Program in the Village Wedomartani has had a positive impact on participants' skills, technical skills, and self-trust. Most of the women participants are capable of practicing results training through locally produced food, herbal medicine, and liquid soap. The product has been marketed through food court villages, social media, and informal networks, such as arisan. Successful training in building motivation, entrepreneurship, and a passion for collaboration is also evident in involving family in production and distribution, as well as in participating in initiatives to promote products independently. However, the achievement remains limited to technical aspects and has not yet fully addressed managerial and sustainable business aspects.

Compared with the standard Book Guidelines, there are several important gaps. Guidelines emphasize that program products must reflect an independent economy, the formation of a solid business group, and sustainable business activity post-training through institutional (such as cooperative women). In Wedomartani, although there is Spirit business, no cooperatives have yet been formed, and the systems recording business is still minimal. Legality, such as NIB, is already being managed by some participants, but management, reporting, finance, and distribution remain weak. Indicator success, such as improvements in income and business sustainability, is also not yet fully achieved, as shown by the score questionnaire, where participants have only reached 60.7% and 57.1% in the current category.

Thus, participants' enthusiasm for continuing the program is very high (100%), which is an important asset for designing the intervention stage. Based on the Book Guidelines, post-training phases should cover facilitating advanced digital marketing training, forming cooperative or group formal businesses, and providing access to microbusiness financing. Not yet implemented elements become critical points that distinguish between the current implementation and the ideal standards. Therefore, the successful program products at Wedomartani can be categorized as in the early stages of empowerment, with potential for significant development if supported by sustainable strategies across sectors.

Thus, the Prima Village Program in Wedomartani has, in a way, succeeded in increasing individual participants' capacity; however, it still needs strengthening in institutional systems, training continuity, and integration into the village's ecosystem economy. This is in line with the directions in the Book Guidelines that the program output is not only technical skills but also the formation of a sustainable, business-based community that can support women's long-term economic independence.

## **Discussion**

The preliminary study in the Prima Village Program in Wedomartani revealed that most women did not yet have independent income and were economically dependent on their husbands. Mapping activities conducted through village deliberations and early surveys revealed the urgent need for entrepreneurship training, access to capital, and space for productive activities (Rahmawati et al., 2023). This phase also identified the socio-cultural context, in which women had a high willingness to participate but limited knowledge of business management. The findings from this stage provided a strong basis for formulating a community-based

empowerment program. Thus, the preliminary study confirmed that women's economic independence was the most relevant priority to be addressed.

The design phase emphasized aligning program objectives with the needs identified during the preliminary study. The program was developed based on the CIPP framework, focusing on training modules such as soap-making, food processing, and product packaging tailored to local economic potential (Setyaningsih & Farida, 2022). The design also included criteria for participant selection, the formation of organizational structures, and coordination with the village government to ensure institutional legitimacy. This phase highlighted the importance of integrating local resources and social capital to strengthen program ownership. In this sense, the design process translated contextual needs into structured intervention plans.

The development phase was implemented through training, mentoring, and group business development over several months. Women actively engaged in skill-building activities, business simulations, and direct product marketing at bazaars and village exhibitions (Fitria et al., 2024). The program successfully built confidence, social solidarity, and entrepreneurial motivation among participants. However, challenges included a limited number of facilitators, inadequate practice tools, and the absence of systematic evaluations following training. These constraints demonstrated that while the program strengthened individual skills, institutional and managerial aspects still required further support.

The findings from these three phases align with previous studies on women's empowerment, which emphasize that participatory design and ongoing mentoring are crucial for sustainable outcomes. For example, (Yuliani et al., 2024) confirmed that contextual mapping and stakeholder engagement significantly improve program relevance and ownership. Similarly, Handayani and Pratama (Handayani & Pratama, 2023) showed that empowerment models that combine training, mentoring, and cooperative development yield greater economic independence among women. On the other hand, the present study found gaps in post-training sustainability, in contrast to Nurhayati et al. (A. Nurhayati et al., 2024), who highlighted the effectiveness of digital marketing support in enhancing small business continuity. Thus, the Wedomartani case highlights the importance of coupling basic training with long-term institutional and technological support.

In summary, the Prima Village Program in Wedomartani has successfully addressed women's economic dependency by following a logical sequence of preliminary assessment, participatory design, and structured development. The program has demonstrated significant improvements in self-confidence, basic entrepreneurial skills, and collective solidarity. Nevertheless, findings indicate that the sustainability of income and formal business structures remains limited, requiring additional policy and institutional reinforcement (Rahayu et al., 2023). These insights suggest that empowerment cannot stop at training outputs but must extend into cooperative formation, financial literacy, and digital adaptation. Therefore, the program provides a valuable model for women's empowerment in similar rural settings, while also highlighting areas for strategic improvement in future implementations.

#### **a. Evaluation Aspect Context**

In general, the Prima Village Program has responded to the economic challenges faced by women in Wedomartani. Before the program was implemented, most participants did not yet have access to income-independent or activity-productive income (Rahmawati et al., 2023). The government village map needs to be deliberated with citizens to identify a low-income economy as a priority issue. Needs will training in entrepreneurship and access to capital appear, directly from results assessment, social said—adjustment of program objectives towards the needs of the local community shows strong relevance in the context.

The condition of social support and local culture encouraged women to participate and strengthen program implementation (Setyaningsih & Farida, 2022). Support from family and the surrounding community enabled participants to consistently and sustainably follow training

activities (Wulandari & Susanto, 2023). These aspects provided a strong foundation in building collective empowerment that benefits not only individuals but also the wider community (Rahmawati et al., 2023). The organizers also utilized local economic potential as the basis for developing training materials and business types (Pratiwi et al., 2022). Accuracy in recognizing women's needs and local resources became a determinant of success at the initial stage of the program.

Mapping of problems and village potential was carried out in a participatory manner through focus group discussions and initial surveys (Yuliani et al., 2024). This participatory approach encouraged a high sense of ownership among women toward the program and increased their motivation to contribute (Rahmawati et al., 2023). Support from regional government and accompanying institutions also strengthened the village's capacity to design interventions based on real needs (Suryani & Handoko, 2023). The use of contextual data ensured that program interventions were relevant, effective, and not uniform across different communities (Setyowati & Lestari, 2022). These findings confirmed that context-based planning is crucial for ensuring the inclusiveness of empowerment programs.

The context aspect also showed precise alignment between local problems and the empowerment program's objectives (Handayani & Pratama, 2023). The program was designed not to distribute short-term assistance but to build gradual economic independence for women (Fitriani & Maulida, 2024). This approach positioned women as active change agents in their social and economic environments (Fitria et al., 2024). The clarity of the program's direction and its relevance to women's actual needs made the contextual aspect a vital foundation for Prima Village's success (Rahayu et al., 2023). Therefore, context evaluation confirmed that empowerment should start from accurate mapping and cultural support to ensure sustainability.

#### **b. Evaluation Aspect Input**

Input aspects of the Prima Village Program include human power, training, and support, as well as regulations and budgets. The government village allocates budget from Village Funds and partners with organizations such as service cooperatives and PKK for implementation support (Suryani & Handoko, 2023). Facilitator training draws on elements of academics, actors' business, local, and extension workers' entrepreneurship. Quality, competent facilitation supports effective delivery of materials and skills. The availability of appropriate sources and fields also ensures optimal knowledge transfer.

Training places and equipment were provided by the village hall and collaborating partners to support program implementation (Pratiwi et al., 2022). The facilities included classrooms, production tools, and practice materials tailored to the types of enterprises being developed (Wulandari & Susanto, 2023). The availability of these inputs enabled participants to learn directly and contextually, thereby increasing the relevance of the training (Handayani & Pratama, 2023). Technical completeness was an important element for creating an effective learning process that met practical needs (Setyowati & Lestari, 2022). Adequate logistical support also built a conducive environment for women's participation and learning (A. Nurhayati et al., 2024).

The selection of program participants was conducted openly, with consideration of entrepreneurial motivation, time commitment, and economic conditions (Fitriani & Maulida, 2024). This process ensured that participation came from the right target groups who genuinely needed empowerment interventions (Rahmawati et al., 2023). Clear selection criteria provided fairness of access and strengthened group cohesion (Yuliani et al., 2024). The diversity of participants' backgrounds enriched the group's learning dynamics and facilitated knowledge sharing (Suryani & Handoko, 2023). As a result, participant composition became a crucial input to program effectiveness (Rahayu et al., 2023).

The input aspect demonstrated readiness of adequate resources to support comprehensive implementation (Fitria et al., 2024). Financial allocation and institutional

support ensured that the program could run effectively without significant obstacles (Setyaningsih & Farida, 2022). Professional facilitators contributed to the transfer of knowledge and skills that were aligned with local needs (Yuliani et al., 2024). Training facilities further enhanced the effectiveness of sessions by providing participants with real-world practice (Wulandari & Susanto, 2023). Therefore, the quality and suitability of input provision determined the overall success of the Prima Village Program in its early stages (Handayani & Pratama, 2023).

### **c. Evaluation Process Aspect**

The implementation of the Prima Village Program is underway in stages, with training, entrepreneurship practice, and business mentoring. Stages training was conducted intensively over several months, using an approach that combined theory and practice (Wulandari & Susanto, 2023). Training materials are arranged by type of business, local, such as culinary, crafts, and beauty services. This process allows participants to gain relevant skills with potential local relevance. Evaluation implementation demonstrates active participation in every training session.

Facilitators applied participatory and andragogical approaches during the training sessions (Yuliani et al., 2024). Participants were actively involved through discussions, simulations, and direct practice to improve their understanding of entrepreneurship (Rahayu et al., 2023). Active involvement in small business practices increased women's motivation and self-confidence (R. Nurhayati et al., 2024). Interactive learning patterns also encouraged participants to exchange experiences and strengthen solidarity among individuals (Setyaningsih & Farida, 2022). This process not only transferred technical skills but also built an entrepreneurial mentality among the participants (Pratiwi et al., 2022).

Business mentoring was conducted periodically by village driving teams and extension workers from partner institutions (Wulandari & Susanto, 2023). Mentors provided technical guidance, business motivation, and solutions to help participants overcome challenges (Suryani & Handoko, 2023). Such mentoring supported the continuity of business activities after training completion (Handayani & Pratama, 2023). Routine monitoring and evaluation were included as integral elements of program quality assurance (Fitriani & Maulida, 2024). The consistency of this process ensured that empowerment outcomes remained sustainable over time (Fitria et al., 2024).

The evaluation of process aspects indicated that program implementation was carried out according to initial planning while adapting to field dynamics (Rahmawati et al., 2023). Flexibility in training methods and mentoring systems became a notable strength of the activities (Setyowati & Lestari, 2022). The program did not stop at training but continued until participants could run businesses independently (Rahayu et al., 2023). Achievements in the process phase provided a solid foundation for long-term program sustainability (A. Nurhayati et al., 2024). Therefore, process evaluation confirmed that continuous mentoring and adaptive implementation were critical for ensuring successful empowerment (Wulandari & Susanto, 2023).

### **d. Evaluation Aspect Product**

The Prima Village Program successfully produced various empowerment programs that have improved the welfare of women participants. Products mainly cover results, craft hands, food processing, and service-based skills, such as local ones like culinary arts and makeup. Activities training previously proven to support the success of this output through the improvement of individual capacity. Evaluation results show that the prominent participant has a capable market product, is independent, and operates through the cooperative village (Rahayu

et al., 2023). Successful product. This shows that the program not only produces training, but also creates real, useful outputs.

The existence of featured products from participants strengthened evidence of success in the final stage of the empowerment program (Setyowati & Lestari, 2022). The products created reflected a direct relationship between the training process and the participants' production capabilities (Rahmawati et al., 2023). Competitiveness of these products began to be recognized through participation in local exhibitions and custom orders from outside the village (Fitria et al., 2024). Field facilitators continuously monitored product development to maintain quality and ensure business sustainability (Yuliani et al., 2024). This support confirmed the importance of continued action after training to ensure products continued to develop effectively (Pratiwi et al., 2022).

Several challenges still appeared in marketing and sustaining small-scale businesses (R. Nurhayati et al., 2024). The main obstacles lie in limited digital access, insufficient business capital, and simple financial management skills (Wulandari & Susanto, 2023). In response, the village government facilitated advanced training in digital promotion to strengthen marketing capacity (Suryani & Handoko, 2023). Cooperative-based management support was also introduced as a solution to improve collective business sustainability (Fitriani & Maulida, 2024). These findings highlighted that organizers focused not only on short-term results but also on long-term product sustainability (Setyaningsih & Farida, 2022).

Overall, product evaluation demonstrated the tangible success of outputs produced by participants in the Prima Village Program (Handayani & Pratama, 2023). This achievement was made possible through the combination of structured training, strong social support, and continuous business mentoring (Rahayu et al., 2023). The products produced also enhanced women's roles in strengthening the village economy (L. Nurhayati et al., 2024). The village government was expected to develop further advanced programs that emphasize business expansion and product diversification (Suryani & Handoko, 2023). Positive impacts from this program could serve as a model of women's empowerment in other regions with similar socio-economic characteristics (Fitria et al., 2024).

## **CONCLUSION**

Based on the results of the study evaluation of the Implementation of the Women's Productive Economic Empowerment Program through Prima Villages in the Subdistrict Wedomartani, using the CIPP (Context, Input, Process, Product) evaluation model, the study obtained a description that this program has been designed in a relevant and responsive way to the problem of independent economic empowerment of women in the village. In the aspect context, the program is assessed in accordance with participants' needs, as evidenced by the high percentage of respondents who had no income before the program and rated it as the right solution. In the input aspect, the program has provided adequate facilities and participant selection, although it still has constraints in the availability of facilitators and the suitability of training materials. The implementation process shows active, sufficient participation and support, but is not yet fully optimal due to time and resource limitations. Meanwhile, in terms of products, programs have had a positive impact, with improvements in participants' income and business sustainability, though they still face challenges related to product legality and marketing. Overall, the Prima Village program shows strong potential for success, but needs to be strengthened in technical, institutional, and sustainability aspects to ensure broader and more enduring impact in the long term.

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