

Economic Empowerment and Entrepreneurial Strategies of Women-Headed Households through Cricket Farming in Desa Wonorejo Blitar

Fitrianatsany^{1*}; Ruly Priantilianingtiasari²

^{1,2} Faculty of Islamic Economics and Business
Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Indonesia
fitrianatsany@uinsatu.ac.id

Abstract

This study explores the economic empowerment and entrepreneurial strategies of female heads of households in Wonorejo Village, Blitar, through cricket farming. Using a qualitative approach, it examines how women navigate economic constraints, gender norms, and social expectations to sustain their families. Guided by Naila Kabeer's empowerment framework, Joan Acker's gender theory, and Moser's indicators of economic agency, the research analyzes women's access to resources, decision-making power, and social recognition. Findings reveal that women face multidimensional challenges, including limited capital, market access, labor demands, and social stigma. Nevertheless, engagement in cricket farming fosters adaptive strategies such as income diversification, financial prioritization, and social networking that enhance household welfare and promote agency. The study also highlights gradual shifts in gender roles, with women emerging as key economic decision-makers and local agents of social change. The research concludes that sustainable empowerment requires both practical entrepreneurial support and structural interventions, including microfinance access, technical training, and market development. Cricket farming thus functions as a vehicle for livelihood, social negotiation, and gender transformation in rural patriarchal contexts.

Keywords: *Female heads of household,; Economic empowerment, Cricket farming*

Abstrak

Penelitian ini mengkaji pemberdayaan ekonomi dan transformasi peran gender perempuan kepala rumah tangga yang terlibat dalam usaha peternakan jangkrik di Desa Wonorejo, Blitar. Penelitian ini menggunakan pendekatan kualitatif untuk mengeksplorasi bagaimana tantangan ekonomi dan faktor sosiokultural memengaruhi peran perempuan dalam menopang keluarga melalui sumber penghidupan yang tidak konvensional. Dengan menggunakan teori pemberdayaan ekonomi Naila Kabeer dan teori gender Joan Acker, penelitian ini menganalisis bagaimana perempuan menavigasi hambatan struktural dan norma gender untuk mencapai kemandirian ekonomi serta pengakuan sosial. Hasil penelitian menunjukkan bahwa perempuan kepala rumah tangga menghadapi berbagai tantangan, termasuk keterbatasan akses modal, ekspektasi gender tradisional, dan beban tanggung jawab rumah tangga. Namun, partisipasi aktif mereka dalam usaha peternakan jangkrik telah mendorong perubahan relasi gender dalam keluarga dan komunitas, meningkatkan otonomi serta kemampuan pengambilan keputusan perempuan. Penelitian ini menekankan pentingnya integrasi pemberdayaan ekonomi dengan pendekatan sensitif gender untuk mengatasi kemiskinan dan ketimpangan sosial. Selain itu, penelitian ini juga menyoroti peran pengetahuan lokal dan dukungan komunitas dalam meningkatkan penghidupan perempuan. Kesimpulannya, pemberdayaan perempuan kepala rumah tangga melalui kegiatan ekonomi yang berkelanjutan dapat mendorong perubahan sosial yang berarti dan meningkatkan kesejahteraan keluarga yang termarginalkan.

Kata Kunci: *Perempuan Kepala Rumah Tangga, Pemberdayaan Ekonomi, Peternakan Jangkrik*

*Corresponding Author:

Fitrianatsany (fitrianatsany@uinsatu.ac.id), Faculty of Islamic Economics and Business Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Indonesia

Citation Suggestion:

Fitrianatsany, F., & Priantilianingtiasari, R. (2026). Economic Empowerment and Entrepreneurial Strategies of Women-Headed Households through Cricket Farming in Desa Wonorejo Blitar. *Journal of Urban Sociology*, 9(1), 64–75. <https://doi.org/10.30742/jus.v9i1.4881>

Introduction

Wonorejo Village, Srengat District, Blitar Regency, East Java, is an agrarian village with an area of approximately 12.5 km² and a population of around 5,400 people, the majority of whom work in the agricultural sector (BPS, 2024b). The occupational structure indicates the dominance of the agrarian sector, with 60% of the workforce engaged in agriculture, 25% in trade and services, and 15% distributed across home industries and other informal occupations (BPS, 2024b). Although most residents focus on food crop farming, approximately 8% of women are involved in the livestock and fisheries sectors, including small-scale farming such as chickens, goats, dairy cattle, and crickets, which serve as an important alternative source of household income (BPS, 2024a) (Harnanik & Pertiwi, 2024).

This phenomenon reflects a significant shift in gender roles within rural communities. Women are no longer limited to domestic responsibilities but are increasingly involved in economic decision-making and managing household enterprises, particularly for women-headed households (WHHs) who face economic challenges due to divorce or the death of a spouse. Data from the Blitar Class IA Religious Court show that in the first semester of 2025 there were 1,321 divorce cases, with the majority (75–76%) filed by wives, and economic pressure identified as one of the main contributing factors (Wardhani, 2025) (Hasani & Rastika, 2025) (Azkia, 2025). This condition highlights the importance of financial stability for women, and economic independence through micro-enterprises has become a key strategy to cope with household economic pressures.

Cricket farming has emerged as a strategic option for WHHs due to its relatively low initial capital, flexibility of home-based management, and a fairly stable market, particularly for bird and reptile feed. Despite its potential, this business faces several challenges, including limited capital, weather changes affecting harvest outcomes, price fluctuations, and limited access to financial management and marketing training (BPS, 2024b). These constraints require women to carefully manage both household and business finances, while also adjusting family priorities.

This study offers novelty by focusing on WHHs engaged in cricket farming, a relatively under-researched occupation in the context of women's economic empowerment in rural areas. The research integrates gender sociology theory and economic empowerment theory. The perspective of gender sociology helps explain how social norms and patriarchal structures influence women's access to economic resources and business opportunities (Kusnadi, 2015) (Wulandari, 2017). Meanwhile, economic empowerment theory emphasizes the importance of resource management, skill development, and decision-making capacity in achieving financial independence. By combining these perspectives, this study aims to explore how WHHs overcome social and economic barriers through home-based entrepreneurship while improving financial management skills and business capacity.

Furthermore, this study is relevant in the context of local economic development. WHHs who are able to manage their businesses effectively not only increase household income but also strengthen women's positions within the family and community, build self-confidence, and challenge traditional gender stereotypes (BPS, 2024b) (Haryadi, 2025). The geographical and socio-economic conditions of Wonorejo Village, where communities are familiar with agriculture and small-scale livestock farming and maintain strong traditional social networks, provide an appropriate context to analyze economic diversification strategies through cricket farming.

Therefore, this study aims to identify business management and financial management strategies implemented by WHHs in cricket farming, examine the challenges they face, and explore more effective opportunities for economic empowerment. This research is expected to provide deeper insights into how WHHs maintain family welfare, optimize household enterprises, and enhance their economic independence amid complex social and economic pressures, as well as to offer relevant policy recommendations for rural women's empowerment (Kusnadi, 2015) (Wulandari, 2017).

In this study, economic empowerment refers to the ability of WHHs to access resources, manage business capital, make economic

decisions, and improve family welfare (Hossain, 2018) (Kusnadi, 2015). Economic empowerment theory (Mayoux, 2001) (Malhotra & Schuler, 2005) provides a framework for understanding how increasing individual capacities, such as financial management and entrepreneurial skills, can strengthen women's control over economic resources. Gender sociology theory (Connell, 2005) (Risman, 2004) complements this perspective by highlighting the social barriers and discrimination experienced by WHHs, including societal perceptions that view single women as more vulnerable or less capable in managing businesses.

In addition, household financial management theory (Garman & Fogue, 2013) (Shim & Serido, 2009) serves as a practical foundation for assessing how WHHs prioritize expenditures, plan budgets, and allocate income from cricket farming enterprises. Social capital theory (Putman, 2000) (Woolcock, 2001) helps explain the role of social networks, communities, and working groups in supporting business success, for example through access to information, capital, or social support. Meanwhile, dependency theory (Dos Santos, 1970) (Frank, 1967) emphasizes how women-headed households can reduce financial dependence on partners or other parties through independent enterprises, thereby achieving economic self-reliance.

Various previous studies have examined women's economic empowerment, both generally and in rural contexts. Kusnadi investigated women's economic empowerment in rural areas through skills training and business capital, finding that access to training improves household business management and family economic productivity (Kusnadi, 2015). Wulandari emphasized that although WHHs face a double burden, they are able to survive through small businesses and household management, but still lack adequate access to economic empowerment (Wulandari, 2017). Hidayati et al. showed that economic empowerment can enhance family economic resilience and support more informed decision-making among women entrepreneurs (Hidayati et al., 2019). Hossain applied economic empowerment theory to emphasize control over economic resources as a key factor in achieving independence for WHHs (Hossain, 2018). Ramli & Wicaksono examined

women's empowerment in the rural livestock sector and found that women are capable of learning to manage livestock businesses and increasing household income (Ramli & Wicaksono, 2020). Kurniawati discussed social stigma toward WHHs, which limits their mobility in business and economic decision-making (Kurniawati, 2016). Sari & Mahendra highlighted the influence of education and training on women's economic independence (Sari & Mahendra, 2021), while Nugraheni showed that financial education can reduce debt risk and improve family economic stability (Nugraheni, 2022).

Furthermore, research by Yelly et al. emphasized gender-based poverty alleviation strategies among housewives and demonstrated the importance of women's empowerment in enhancing economic independence (Ellanda & Alie, 2024). Another study by Maria et al. highlighted the economic resilience of housewives during the COVID-19 pandemic, which is relevant to the application of social capital theory and household financial management in the context of WHHs engaged in cricket farming (Jaura et al., 2022).

From these previous studies, several similarities and differences can be identified. The main difference lies in the specific focus on WHHs engaged in cricket farming, with an emphasis on practical approaches to economic empowerment and financial education, as well as attention to specific social stigma in Wonorejo Village. The similarities include a shared focus on women's economic empowerment, access to skills training, and the rural context as a basis for developing economic independence. Therefore, this study extends and deepens previous research by emphasizing the economic empowerment of WHHs through financial management, skills training, and the utilization of social capital to achieve economic independence within the context of cricket farming enterprises.

Method

This study employs a qualitative approach to gain an in-depth understanding of social phenomena, particularly related to the experiences, perceptions, and strategies of women-headed households in managing their economic lives. This approach is selected

because it allows for the exploration of subjective meanings and social dynamics that cannot be measured quantitatively (Creswell, 2019). The type of research used is descriptive qualitative, which aims to comprehensively describe the conditions, experiences, and processes of economic empowerment among women-headed households in Wonorejo Village, Srengat District, Blitar Regency, particularly those engaged in cricket farming.

The informants in this study consist of five women-headed households involved in cricket farming enterprises. The selection of informants was conducted using purposive sampling, which involves deliberate selection based on specific criteria relevant to the research objectives. The criteria for selecting informants include:

1. Women who act as heads of households (due to divorce, the death of a spouse, or certain economic conditions).
2. Active involvement in cricket farming enterprises.
3. Experience in managing household finances.

The number of five informants is considered sufficient in qualitative research as it has reached data saturation, a condition in which the data obtained become repetitive and no longer show significant variation. In addition, the informants were selected to represent variations in socio-economic conditions, age, marital status, and business experience, thereby providing a comprehensive understanding of the phenomenon under study.

More specifically, the characteristics of the informants are as follows. The first informant (SM), aged 59, is a woman-headed household with single-parent status due to divorce and the death of her second husband. She has been engaged in cricket farming since approximately 2013 and is recognized as a pioneer of this business in Wonorejo Village. SM has one child who is currently pursuing higher education, and under economically challenging conditions, she serves as the primary breadwinner of the family.

The second informant (ALM), aged 38, became a single parent after her husband passed away in 2024. She has two children who are still in primary and junior secondary education. Facing economic difficulties, ALM started cricket farming in 2022 after previously working as a laborer, and she currently manages a small-scale home-based business.

The third informant (RN), aged 45 and married, still plays a significant role in supporting the household economy due to her husband's limited income. She has been running a cricket farming business since 2015. RN has two children, one of whom is studying in an Islamic boarding school, while the other has a disability. The family's economic condition can be categorized as modest.

The fourth informant (ASH), aged 48 and married, has one child currently attending senior high school. She began engaging in cricket farming in 2021 as an effort to help meet household needs amid limited economic conditions.

The fifth informant (MD), aged 58 and married, has one child who has completed their education. She started cricket farming in 2021 as an additional source of household income. Although the family's economic condition is relatively stable, the business is maintained as a form of economic independence.

The diversity of informants' characteristics provides rich perspectives in understanding the dynamics of economic empowerment among women-headed households in Wonorejo Village.

Data collection was conducted using several techniques (Norman K Denzim & Yvonna S Lincoln, 1994) namely:

1. Participant observation: The researcher conducted direct observations of informants' activities in managing their businesses and daily lives to obtain contextual data.
2. In-depth interviews: Semi-structured interviews were conducted with all informants to explore their experiences, economic strategies, financial management practices, and the challenges they face.
3. Documentation: Documents such as financial records, business activities, and other supporting materials were used to strengthen data obtained from interviews and observations.

The data were analyzed using thematic analysis (Patton, 2002) through the stages of data reduction, coding, categorization, and conclusion drawing. This analysis aims to identify key themes such as economic empowerment, financial management, and social challenges experienced by the informants.

The validity of the data in this study is ensured using the concept of trustworthiness (Lincoln & Guba, 1985) which includes:

1. **Credibility:** achieved through source triangulation, technique triangulation, and member checking.
2. **Transferability:** ensured through detailed contextual descriptions.
3. **Dependability:** maintained through systematic documentation of the research process.
4. **Confirmability:** ensuring that the findings are based on empirical data.

The triangulation applied in this study includes source triangulation (informants and social environment), technique triangulation (interviews, observation, documentation), as well as the involvement of more than one researcher to minimize bias (Flick, 2018).

This study was conducted in accordance with ethical principles, including informed consent, confidentiality of informants' identities, and respect for the local values and culture of the Wonorejo Village community.

Results and Discussion

Women-Headed Households (WHHs)

Women-Headed Households (WHHs) refer to women who bear the primary responsibility for fulfilling the economic, social, and psychological needs of their families, whether due to divorce, the death of a spouse, or the inability of the husband to perform his role (Situmorang, 2015) (BPS, 2022a). In such conditions, women perform dual roles as both breadwinners and household managers, which presents particular challenges within a patriarchal society (Moser, 1993).

The findings of this study indicate that WHHs in Wonorejo Village face multidimensional challenges, including economic limitations, restricted access to resources, double workload burdens, and social stigma. Despite these challenges, they continue to play a crucial role as the main actors in sustaining household economies, particularly through cricket farming enterprises.

The strategies employed by WHHs to maintain household economic sustainability include: (1) operating cricket farming as the primary source of income due to its relatively

affordable capital requirements and fast production cycle; (2) implementing strict financial management by prioritizing basic needs and children's education; (3) sacrificing personal needs in favor of educational investment; (4) building social networks to gain informational and emotional support; and (5) managing time efficiently to balance domestic and economic roles.

The findings also reveal a shift in gender roles. WHHs are no longer confined to the domestic sphere but have become key decision-makers and primary actors in economic activities. In cricket farming enterprises, women act as the main actors managing production, finances, and marketing, while men tend to occupy supporting roles as casual laborers. This indicates a more flexible working relationship, although there remains some dependence on male physical labor for certain tasks.

The phenomenon of shifting gender roles in Wonorejo Village aligns with Joan Acker's gender theory, which argues that gender is not merely an individual category but embedded within social structures and everyday practices. Female heads of households actively participating in economic activities illustrate how women negotiate their positions within a patriarchal system, while also highlighting the social transformation dynamics occurring through household economic practices (Acker, 1990).

However, this transformation has not been fully accompanied by changes in social norms. Women still face stigma related to types of work considered inappropriate for their gender, while men working under female leadership also experience social pressure. This condition reflects a tension between adaptive economic practices and still-traditional social constructions.

From the perspective of gender sociology, this phenomenon demonstrates that gender roles are dynamic and can be negotiated through everyday social practices. WHHs in Wonorejo Village are not only engaged in economic activities but also contribute to reconstructing gender norms by entering productive economic sectors that were previously dominated by men.

Furthermore, through an intersectionality approach, WHHs especially those with single-parent status—face layered vulnerabilities, both

economically and socially. Nevertheless, cricket farming serves as a means of empowerment that enables them to achieve economic independence, enhance decision-making capacity, and strengthen their social position within the family and community.

Overall, WHHs in Wonorejo Village demonstrate resilience and strong adaptive capacity in dealing with limitations. Cricket farming not only functions as a source of livelihood but also as a space for social transformation that encourages more inclusive gender roles. However, structural support and changes in social perceptions remain necessary to strengthen the sustainability of their empowerment.

Family Needs and Fulfillment Strategies of WHHs

Maslow's Hierarchy of Needs offers a robust theoretical lens to examine how women-headed households (WHHs) prioritize and negotiate family needs, highlighting that higher-order needs esteem and self-actualization are contingent upon the fulfillment of basic physiological, safety, and social requirements (Maslow, 1943) (Wahyuni, 2016). In the context of WHHs in Wonorejo Village, the fulfillment of foundational needs economic security, education, health, and socio-psychological well-being constitutes a critical prerequisite for pursuing empowerment and social recognition (PPN/Bappenas, 2020).

Empirical findings indicate that WHHs adopt strategic and adaptive measures to meet these hierarchical needs. Income diversification through cricket farming, small-scale home businesses, and wage labor serves not only as a mechanism to secure household survival but also as a tactical response to structural vulnerabilities, including limited capital, narrow local markets, and gendered social norms. Priority-based financial management further demonstrates the women's capacity for deliberate resource allocation, balancing immediate household necessities with investments in children's education, thereby aligning with Maslow's progression from basic to higher-level needs (BPS, 2023) (Hisrich et al., 2008). Social capital, cultivated through community networks, reinforces both social and esteem needs, providing informational, emotional, and

sometimes material support that enhances women's agency within a patriarchal context.

From a critical perspective, these strategies illustrate a nuanced negotiation between individual agency and structural constraints. While WHHs demonstrate resilience and economic ingenuity, their capacity to achieve higher-order needs remains constrained by systemic factors, including limited access to formal finance, training, and markets a phenomenon consistent with dependency theory. The strategic engagement in cricket farming exemplifies a pragmatic adaptation: it provides an immediate source of income while simultaneously creating conditions for incremental empowerment, thereby enabling WHHs to progress through Maslow's hierarchy. This iterative interaction between economic security, psychosocial well-being, and social recognition underscores the interdependence of material and non-material dimensions in women's empowerment.

Critically, this analysis challenges simplistic interpretations of economic participation as sufficient for empowerment. WHHs' pursuit of needs demonstrates that empowerment is inherently multidimensional, contingent upon both the negotiation of structural constraints and the cultivation of agency. Cricket farming, therefore, is not merely an income-generating activity; it represents a transformative practice through which women assert decision-making power, reconstruct gender norms, and enhance household and community resilience. Systematic support including access to finance, market integration, skills development, and social recognition is essential to sustain this progression, reduce dependency, and facilitate the realization of higher-order needs, ultimately moving WHHs toward self-actualization and full social participation.

Economic Empowerment of Women

Economic empowerment of women is defined as the process through which women gain increased access, capacity, and control over economic resources, enabling improved household welfare and financial autonomy (Sen, 1999) (Kabeer, 1999). Within Moser's framework, empowerment can be assessed through four core dimensions: access, participation, control, and benefit (Moser, 1993).

Findings from Wonorejo Village demonstrate that women actively function as principal economic agents through cricket farming enterprises. Beyond generating income, these women exercise financial management within the household, make key economic decisions, and act as local social change agents ((ILO), 2018). This reflects the multidimensional nature of empowerment, encompassing material, decision-making, and social recognition aspects.

Critically, while women exhibit strong agency, structural limitations persist. On the access dimension, women face restricted availability of formal capital, technical training, and market networks, relying primarily on personal savings or informal loans to initiate their ventures. In terms of participation, all informants are fully engaged in production, financial management, and operational tasks. Regarding control, women dominate economic decision-making at both household and enterprise levels. The benefit dimension is realized through improved family welfare, enhanced self-confidence, and social recognition. This aligns with Kabeer's conceptualization of empowerment, highlighting the interplay among resource access, agency, and achievement (Kabeer, 1999). Despite limited formal access, women demonstrate agency through autonomous decision-making and achieve measurable gains in income, education, and household stability.

From a critical perspective, the persistent structural constraints limited capital, income fluctuations, environmental risks, social stigma, and dependence on local markets underscore the limitations of empowerment in isolation. Dependency theory (Dos Santos, 1970) (Frank, 1967) elucidates how restricted access to resources and markets constrains the scaling and sustainability of economic ventures, indicating that empowerment must be supported by structural interventions.

From Acker's perspective, women's involvement as primary actors in cricket farming reflects how gender can be negotiated within social and economic structures. Women not only gain access to and control over resources, but also alter power relations at the family and community levels, making economic activities a channel for social transformation that promotes empowerment and redistributes gender roles (Acker, 1990).

Nevertheless, cricket farming emerges as an effective instrument for economic empowerment. Women employ adaptive strategies such as priority-based financial management, strategic utilization of social capital, and efficient time allocation to balance dual domestic and economic roles. These practices not only enhance household welfare but also facilitate gradual shifts in local gender norms, promoting more egalitarian household and community relations.

In summary, the economic empowerment of women in Wonorejo illustrates that even under resource constraints, women can assert themselves as primary economic actors. Their agency demonstrates resilience, strategic planning, and social negotiation, positioning them as pivotal contributors to household and local economic development. To consolidate these gains and ensure sustainable empowerment, structural support including access to finance, technical training, financial literacy, and expanded market networks is imperative, highlighting the interdependence of individual agency and systemic enablers in achieving comprehensive economic empowerment.

Women's Entrepreneurship

Entrepreneurship is defined as the ability to create and manage new ventures innovatively, utilizing resources while navigating risks to generate economic and social value (Hisrich et al., 2008) (Zimmerer & Scarborough, 2008). Within a gendered perspective, women's entrepreneurship emphasizes active female participation in business to achieve financial independence and household well-being (Tambunan, 2009).

Findings from Wonorejo Village indicate that women, particularly women-headed households (WHHs), exhibit strong entrepreneurial traits, including initiative, persistence, and adaptability. Cricket farming serves as a strategic choice due to its household-based structure, low initial capital requirements, and flexibility in balancing domestic responsibilities. These characteristics align with broader patterns of female entrepreneurship in informal sectors.

Key motivators for entrepreneurship among women include family economic needs,

the pursuit of financial autonomy, work flexibility, and utilization of local resources (BPS, 2022b). However, structural barriers remain, including limited access to formal financing, low financial literacy, dual role burdens, and patriarchal social norms restricting women's mobility and decision-making authority (Women, 2020).

The economic impact of entrepreneurship is significant: women's ventures contribute to household income, strengthen bargaining power within families, enhance personal capacity, and reduce dependency on external aid (Kusumastuti & Dkk, 2018) ((ILO), 2019). Moreover, female entrepreneurs act as social change agents in their communities, influencing perceptions of women's roles and inspiring peer engagement.

Financial management practices observed among informants SM, ALM, RN, ASH, and MD demonstrate adaptive strategies despite the absence of formal accounting systems. Women prioritize expenditures, manage household and business finances simultaneously, and optimize efficiency based on experience and immediate needs. Although these practices lack long-term financial planning, they reveal practical agency in navigating resource constraints.

Critically, women's entrepreneurship in Wonorejo illustrates the interaction between individual agency and structural limitation. While women exhibit strategic decision-making and resilience, the sustainability and scaling of their enterprises remain constrained by restricted access to capital, limited technical training, environmental risks, and narrow market opportunities. Dependency theory (Dos Santos, 1970) (Frank, 1967) explains how these structural limitations affect the growth potential of women-led enterprises, emphasizing the need for systemic support.

Overall, women's entrepreneurship in cricket farming highlights their capacity to integrate domestic and economic roles, achieving both household welfare and personal empowerment. It functions as a mechanism for economic resilience, social influence, and community development. To strengthen these outcomes, policy interventions such as microcredit access, financial literacy programs, entrepreneurship training, and expanded market networks are essential to ensure sustainable and inclusive economic empowerment for women.

Cricket Farming

Cricket farming represents a microenterprise that is technically accessible and suitable for rural households, particularly women-headed households (WHHs), due to low capital requirements, minimal land needs, and manageable labor inputs (Anonim, 2020) (Anonim, 2025). Technically, crickets are reared in simple cages under controlled temperature (28–35°C) and humidity (70–80%), with a relatively short production cycle of 30–35 days, allowing rapid turnover and income generation.

Economically, cricket farming offers considerable potential owing to stable demand for feed (birds and reptiles) and processed products such as protein powder (Asnath, 2020). Empirical evidence from Wonorejo Village demonstrates that it can serve as either primary or supplementary household income, contributing significantly to family welfare.

Despite these advantages, female farmers face multidimensional challenges. Economically, limited access to formal capital and income fluctuations constrain growth; technically, crop losses due to climate, pests, and limited cultivation knowledge remain concerns; socially, traditional gender norms persist; and market access is often dependent on local middlemen, reducing bargaining power. These limitations illustrate the persistence of structural barriers even within seemingly low-entry economic activities.

From a theoretical perspective, social capital theory (Putman, 2000) (Woolcock, 2001) explains women's resilience under such constraints. Strong bonding social capital networks among family, neighbors, and local communities provides critical informal support, including knowledge sharing, small loans, and emotional reinforcement. However, bridging and linking social capital remain underdeveloped, limiting access to formal training, government programs, and broader market networks. This highlights the interaction between localized community support and structural economic dependency.

Empirically, informants SM, ALM, RN, ASH, and MD demonstrate that cricket farming serves not only as a livelihood but also as a mechanism for economic empowerment. The enterprise enhances financial autonomy, strengthens women's decision-making authority

within households, and elevates social status in the community. Additionally, it generates local employment opportunities and inspires neighboring women to engage in entrepreneurship.

Nonetheless, operational practices remain largely traditional, particularly in financial management and record-keeping, constraining business scalability and sustainability. Therefore, structural interventions including technical training, financial literacy programs, microfinance access, and cooperative or association development are essential to optimize growth and impact.

Overall, cricket farming in Wonorejo Village exemplifies a microenterprise model with substantial potential for women's empowerment and household welfare. With targeted structural support, this sector could evolve into a sustainable and inclusive component of the local economy, simultaneously promoting gender-equitable participation and economic resilience.

The study indicates that the economic empowerment of female-headed households through cricket farming can be significantly enhanced through integrated interventions. Expanding access to capital and microfinance tailored to women is crucial to overcome financial constraints that may limit business growth. In addition, technical training and periodic mentoring on farm management, risk control, and product marketing strengthen operational capacity and sustainability. Enhancing market linkages, through cooperative partnerships or broader distribution platforms, enables women farmers to obtain fair and stable prices, thereby securing household income and promoting business resilience.

From a social perspective, fostering social capital through women farmers' groups or community networks is essential to build solidarity, share knowledge, and reduce stigma associated with women's economic roles. Empowerment efforts should also integrate gender-sensitive decision-making at both household and community levels, while guidance in basic financial management allows women to optimally utilize business income for family welfare and further enterprise development. Finally, community education is vital to create a supportive social environment that sustains

women's economic autonomy, ensuring that the benefits of empowerment extend beyond financial gains to reinforce their social position within the community.

Conclusion

Female-headed households in Desa Wonorejo, Kecamatan Srengat, Kabupaten Blitar, play a strategic role as primary economic managers of their families through cricket farming. They not only meet basic needs and support children's education but also manage household income with careful financial planning, demonstrating effective time management and decision-making skills. These practices highlight their transformation into economic and social change agents within the community, reflecting both resilience and adaptability.

The findings reveal that women's economic empowerment is not solely dependent on formal interventions. Through the utilization of social capital, community networks, and local knowledge (Sholahudin & Sair, 2022), women mitigate financial constraints, environmental risks, and market challenges. Nevertheless, persistent social stigma and traditional gender norms continue to limit their mobility and agency, making their achievements resilient yet vulnerable to external factors. The observed shift in gender roles illustrates an ongoing social transformation: women increasingly assume economic responsibilities traditionally dominated by men, while access to formal resources, technical training, and broader markets remains limited.

Cricket farming, therefore, functions not merely as a microeconomic activity but also as a platform for social negotiation and gender empowerment. This community-based, practical empowerment underscores the need for targeted, systematic, and structural interventions—including access to credit, technical training, market development, and financial literacy—to ensure sustainability and broaden the benefits for a larger population of female-headed households.

References

- Acker, J. (1990). Hierarchies, jobs, bodies: A theory of gendered organizations. *Gender*

- & *Society*, 4(2), 139–158.
<https://doi.org/https://doi.org/10.1177/089124390004002002>
- Anonim. (2020). *Budidaya Ternak Jangkrik, Modal Kecil Keuntungan Menggiurkan*. BedahNews.Com.
https://www.bedahnews.com/2020/07/08/budidaya-ternak-jangkrik-modal-kecil-keuntungan-menggiurkan/?utm_source=chatgpt.com
- Anonim. (2025). *Manfaat dan Potensi Ternak Jangkrik*. Ratujangkrik.Com.
https://www.ratujangkrik.com/2020/01/manfaat-dan-potensi-ternak-jangkrik.html?utm_source=chatgpt.com
- Asnath, M. F. (2020). *Mengintip Potensi Ekonomi Usaha Ternak Jangkrik*. IPB University.
https://fapet.ipb.ac.id/direktori/2016-06-08-01-43-33/berita/1167-mengintip-potensi-ekonomi-usaha-ternak-jangkrik?utm_source=chatgpt.com
- Azkiya. (2025). *Lonjakan Kasus Perceraian di Blitar: 843 Perkara Masuk Sejak Awal 2025*. Kabarjawa.Com.
https://kabarjawa.com/berita/lonjakan-kasus-perceraian-di-blitar-843-perkara-masuk-sejak-awal-2025?utm_source=chatgpt.com
- BPS. (2022a). *Profil Perempuan Indonesia*. Badan Pusat Statistik.
- BPS. (2022b). *Statistik UMKM Perempuan di Indonesia*. Badan Pusat Statistik.
- BPS. (2023). *Statistik Kesejahteraan Rakyat Indonesia*. Badan Pusat Statistik.
- BPS. (2024a). *Kabupaten Blitar Dalam Angka 2024* (Harnanik (ed.)). BPS Kabupaten Blitar.
- BPS. (2024b). *Kecamatan Srengat Dalam Angka 2024* (B. E. Prasetyo (ed.)). BPS Kabupaten Blitar.
- Connell, R. W. (2005). *Masculinities*. University of California Press.
- Creswell, J. W. (2019). *Research Design Pendekatan Metode Kualitatif, Kuantitatif dan Campuran*. Pustaka Pelajar.
- Dos Santos, T. (1970). The Structure of Dependency. *The American Economic Review*, 60(2), 231–236.
- Ellanda, Y., & Alie, A. (2024). Strategi Pengentasan Kemiskinan Berbasis Gender pada Ibu Rumah Tangga di Kelurahan Wonokusumo Kota Surabaya. *Jurnal Sosiologi USK*, 18(2), 174–188.
<https://doi.org/https://doi.org/10.24815/jsu.v18i2.41931>
- Flick, U. (2018). *An Introduction to Qualitative Research (6th ed.)*. Sage Publication.
- Frank, A. . (1967). *Capitalism and Underdevelopment in Latin America*. Monthly Review Press.
- Garman, E. ., & Fogue, R. . (2013). *Personal Finance*. Cengage Learning.
- Harnanik, & Pertiwi, E. W. (2024). *Kabupaten Blitar Dalam Angka 2024* (39th ed.). BPS Kabupaten Blitar.
- Haryadi, D. (2025). *Puluhan Guru P3K Perempuan di Blitar Gugat Cerai Suaminya*. BERITA SATU.
https://www.beritasatu.com/jatim/2904755/puluhan-guru-p3k-perempuan-di-blitar-gugat-cerai-suaminya?utm_source=chatgpt.com
- Hasani, A. A., & Rastika, I. (2025). *1.316 Pasangan Diputus Cerai Hingga Pertengahan 2025 di Blitar, 72,3 Persen Gugatan Istri*. Kompas.Com.
https://surabaya.kompas.com/read/2025/07/11/085028178/1316-pasangan-diputus-cerai-hingga-pertengahan-2025-di-blitar-723-persen?utm_source=chatgpt.com
- Hidayati, T., Mustika, R., & Prabowo, A. (2019). Manajemen Keuangan dalam Pemberdayaan Perempuan Petani. *Jurnal Ekonomi Dan Bisnis*, 20(2), 45–58.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2008). *Entrepreneurship (7th ed.)*. McGraw-Hill Book Co.
- Hossain, M. (2018). Economic Empowerment of Women Through Financial Control: A Case Study of Rural Bangladesh. *Asian Social Science*, 14(3), 108–115.
- (ILO), I. L. O. (2018). *Women and Men in the Informal Economy: A Statistical Picture*. ILO.
- (ILO), I. L. O. (2019). *Empowering Women Entrepreneurs in Developing Economies*. ILO.
- Jaura, M. S., Alie, A., & Ellanda, Y. (2022). Ketahanan Ekonomi Dan Daya Lenting Ibu Rumah Tangga Di Kampung Kue Surabaya Pada Masa Pandemi Covid-19.

- Journal of Urban Sociology*, 5(1), 20–32.
<https://doi.org/10.30742/jus.v5i1.2063>
- Kabeer, N. (1999). Resources, Agency, Achievements: Reflections on The Measurement of Women's Empowerment. *Development and Change*, 30(3), 435–464.
- Kurniawati, D. (2016). Stigma Sosial terhadap Perempuan Janda di Pedesaan. *Journal of Rural Development*, 15(2), 123–134.
- Kusnadi, B. (2015). *Pemberdayaan Ekonomi Perempuan di Pedesaan: Peran Keterampilan dalam Meningkatkan Kesejahteraan*. Penerbit Universitas Indonesia.
- Kusumastuti, R., & Dkk. (2018). Peran Wirausaha Perempuan dalam Pemberdayaan Ekonomi Keluarga. *Jurnal Ekonomi Dan Bisnis*, 21(1), 55–66.
- Lincoln, Y. ., & Guba, E. . (1985). *Naturalistic Inquiry*. Sage Publication.
- Malhotra, A., & Schuler, S. . (2005). Women's Empowerment as a Variable in International Development. *Feminist Economics*, 11(2), 25–47.
- Maslow, A. H. (1943). A Theory of Human Motivation. *Psychological Review*, 50(4), 370–396.
- Mayoux, L. (2001). Tackling The Down Site: Social Exclusion, Gender, and Long-term Poverty. *Development in Practice*, 11(4), 463–469.
- Moser, C. (1993). *Gender Planning and Development: Theory, Practice and Training*. Routledge.
- Norman K Denzim & Yvonna S Lincoln. (1994). *Handbook of Qualitative Research*. Sage Publication.
- Nugraheni, A. (2022). Pengelolaan Keuangan RUMah Tangga oleh Perempuan di Pedesaan. *Jurnal EKonomi Keluarga*, 17(1), 29–41.
- Patton, M. . (2002). *Qualitative Research and Evaluation Method (3rd ed)*. Sage Publication.
- PPN/Bappenas, K. (2020). *Rencana Pembangunan Jangka Menengah Nasional (RPJMN) 2020–2024*. Bappenas.
- Putman, R. . (2000). *Bowling Alone: The Collapse and Revival of American Community*. Simon and Schuster.
- Ramli, A., & Wicaksono, H. (2020). Pemberdayaan Perempuan dalam Sektor Peternakan: Studi Kasus di Desa. *Journal of Rural Development*, 10(1), 61–72.
- Risman, B. . (2004). Gender as a Social Structure: Theory Wrestling with Activism. *Gender & Society*, 18(4), 429–450.
- Sari, M., & Mahendra, R. (2021). Pendidikan dan Pelatihan untuk Kemandirian Ekonomi Perempuan di Pedesaan. *Jurnal Pemberdayaan Masyarakat*, 8(4), 78–90.
- Sen, A. (1999). *Development as Freedom*. Oxford University Press.
- Sholahudin, U., & Sair, A. (2022). Alokasi Dana Desa (ADD) dan Kemandirian Sosial-Ekonomi Masyarakat Desa: Kasus di Desa Senduro, Kabupaten Lumajang. *Jurnal Sosiologi Pendidikan Humanis*, 7(1), 44–58.
<http://dx.doi.org/10.17977/um021v7i1p44-58>
- Shim, S., & Serido, J. (2009). Financial Socialization of Young Adults: Theory and Practice. *Journal of Financial Counseling and Planning*, 20(1), 2–12.
- Situmorang, M. (2015). Perempuan Kepala Keluarga dan Tantangannya dalam Masyarakat. *Jurnal Perempuan*, 20(1), 34–45.
- Tambunan, T. (2009). Women Entrepreneurship in Indonesia: Determinants, Motivations and Constraints. *Journal of Development and Agricultural Economics*, 1(2), 25–40.
- Wahyuni, S. (2016). Kebutuhan Dasar Manusia Menurut Teori Maslow. *Jurnal Psikologi*, 12(2), 45–58.
- Wardhani, L. K. (2025). *Tengah Tahun 2025 Terjadi 1321 Perceraian di Blitar, Faktor Ekonomi Jadi Penyebab Utama*. Blitaran.Com.
https://www.blitaran.com/peristiwa/112615514320/tengah-tahun-2025-terjadi-1321-perceraian-di-blitar-faktor-ekonomi-jadi-penyebab-utama?utm_source=chatgpt.com
- Women, U. (2020). *Turning Promises into Action: Gender Equality in the 2030 Agenda for Sustainable Development*. UN Woman. <https://www.unwomen.org>
- Woolcock, M. (2001). The Place of Social Capital in Understanding Social and Economic Outcomes. *Canadian Journal of Policy Research*, 2(1), 11–17.

- Wulandari, S. (2017). *Perempuan Janda dan Tantangan Ekonomi di Desa*. Penerbit Andi.
- Zimmerer, T. W., & Scarborough, N. M. (2008). *Essentials of Entrepreneurship and Small Business Management*. Pearson Education.