GREEN WARRIOR: Empowering Women’s Economic Innovation Program Based on Green Sociopreneur through Mission-Based Learning Method for Economically Vulnerable Women (PRSE) in West Java

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ABSTRACT
Economically Vulnerable Women (PRSE) are one of the vulnerable groups affected by poverty. Thus, the strategy to accelerate poverty alleviation is not merely a matter of capital and technical skills, but also about how to instill the feeling of being able to overcome life’s challenges with dignity and empowerment. The purpose of this program was to enhance innovation and productivity of Economically Vulnerable Women to become Sociopreneurs capable of establishing businesses based on the concept of Green Economy. The research location is in Cibunut Village, Sumur Sub District, Bandung City. The method involved qualitatively describing the condition of Economically Vulnerable Women and outlining the concept of Green Warrior innovation. Data collection was carried out through interviews, observations, and literature studies. Green Warrior was an innovative program designed in the form of solving a mission or challenge that involved knowledge, values, and social entrepreneurial skills. Its implementation consisted of five missions: Warrior Motivation Class, Warrior Coaching Class, Warrior Creative Class, Warrior Selling Class, and The Masterpiece of Warrior to strengthen the entrepreneurial spirit of Economically Vulnerable Women using the Mission-Based Learning method. Thus, with the presence of the Green Warrior innovation, it was hoped to drive poverty alleviation through sustainable economic growth and inclusive human development by developing human resource capacity in line with economic transformation, through skills enhancement and mentoring for vulnerable workers to become more productive, creative, and innovative, as well as being able to network as part of the supply chain to support the vision of 2045 Golden Indonesia.
INTRODUCTION

Zero Poverty is one of the country’s goals in realizing the welfare of the people, so all forms of poverty must be eradicated. This is in line with the vision of Indonesia Emas (Golden Indonesia) that by 2045, Indonesia’s poverty rate will be reduced to 0.02 percent, or about 63 thousand people living below the poverty line, with increasing prosperity being a key factor for sustainable economic growth. However, based on poverty measurement by the World Bank using the Purchasing Power Parity approach, around 9.8 million people, or 3.6 percent of Indonesia’s population, lived below $2.15 in 2021. Meanwhile, using the National Poverty Line, there were 9.57 percent poor people in September 2022, increasing by 0.03 percentage points compared to March 2022. Certainly, efforts to eradicate poverty must be continuously intensified based on this condition. The baseline scenario projection with economic growth distribution following the Growth Incidence Curve (GIC) based on expenditure deciles and sectors (agriculture, manufacturing, services) from 2005-2015 shows that Indonesia has not yet achieved zero extreme poverty by 2030. In facing this challenge, the Indonesian government strives to promote equality and poverty alleviation through inclusive economic growth by increasing investment that encourages job creation and access to productive economic activities, developing human resource capacity, optimizing development funding, and reducing inequality between MSMEs and large enterprises.

The poverty issue in Indonesia is an accumulation of poverty that exists at the provincial level, with the endpoint of poverty being at the district/city level. Therefore, the same commitment to alleviate poverty is undertaken by Local Governments, especially the City Government of Bandung. Based on data from the Central Statistics Agency, the number of poor people in Bandung City in March 2022 reached 109.82 thousand (4.25 percent), indicating that the poverty rate is still relatively high in Bandung City (BPS Kota Bandung, 2023). The high poverty rate in Bandung City is also reflected in the number of Socially and Economically Vulnerable Women (PRSE) in Bandung City in 2022, totaling 907,786 individuals from 334,511 poor families (Integrated Social Welfare Data (DTKS) of the Bandung City Social Service, 2022). Specifically, in Cibunut, Kebon Pisang Village, Sumur Sub District, Bandung City, there are 41 Socially and Economically Vulnerable Women (PRSE). Kampung Cibunut itself is a densely populated area with high mobility in Bandung City, making it susceptible to various socio-economic development issues.

The economic conditions that are insufficient to meet the daily needs of their families require Socially and Economically Vulnerable Women (PRSE) in Kampung Cibunut to always strive to increase their family income. Therefore, various issues are unavoidable for Socially and Economically Vulnerable Women (PRSE), including their generally low knowledge and skills; limited employment opportunities for women in the production process; unsupportive family social and environmental conditions; low productivity and wages; limited job choices and economic access; socio-cultural issues, especially shifts in societal values; and inadequate family welfare development and capacity-building, especially in terms of nutrition and healthcare provision.

The statement above indicates that Socially and Economically Vulnerable Women (PRSE) in Cibunut face various problems caused by multiple factors, making it difficult for them to obtain decent employment. On the other hand, they are required to work to meet their family's daily needs. With the myriad of challenges faced by Socially and
Economically Vulnerable Women (PRSE) in meeting their livelihood needs, it will have negative impacts on themselves, their families, and the environment, such as: the emergence of child neglect in terms of education, health, physical growth, and mental well-being, which will affect their future; and the emergence of issues related to the practice of Women in Prostitution (WTS) as an alternative job they choose.

Certainly, in facing these challenges, there is a need for pluralism of welfare that will provide flexibility for various actors to play a role in realizing social welfare for the public. One of them is through economic empowerment, especially for women. Economic empowerment of women is a concept of enhancing sustainable economic development that encompasses social values. This concept reflects a new paradigm of human development outcomes, which is people-centered, participatory, empowering, and sustainable. To be empowered, women must have autonomy and confidence to make changes in their own lives. Therefore, women's economic empowerment always emphasizes on women's participation and involvement in every process, from planning to evaluation.

Efforts that can be made to increase women's self-reliance, one of them is by developing innovation in women's economic empowerment based on Green Sociopreneurship (Social Entrepreneurship that emphasizes the concept of Green Economy). Green Sociopreneurship emerges and receives attention as an alternative form, namely as a hybrid entity, with two main principles: 1) efforts to maximize profit, which is done by engaging in economic activities related to social issues; and 2) with the main goal of reinvesting the proceeds from these economic activities to build the community where the business actors are located.

The implementation of women's economic empowerment requires innovative strategies to create a concept of social entrepreneurship that integrates available resources with the evolving technology of the Fourth Industrial Revolution, as it stands today. Technology has become one of the solutions to facilitate various parties in their activities. Certainly, this will affect the strength or enhance the capabilities of Socially and Economically Vulnerable Women (PRSE) in Kampung Cibunut to create creative social enterprises based on the Green Economy concept while strengthening the social entrepreneurial spirit of the community as a result of implementing human resource development and vulnerable labor force development activities in Indonesia. Thus, accelerating poverty eradication can be achieved promptly by equalizing business opportunities and increasing income for vulnerable or poor populations (Bappenas, 2022).

Based on the analysis results of the problems and opportunities of equalizing human development outcomes in Indonesia, the researcher provides a solution recommendation in the form of designing a women’s economic empowerment program based on Green Sociopreneurship through the Mission-Based Learning method with the innovation of Green Warrior. Green Warrior is a program designed in the form of solving a mission or challenge that involves knowledge, values, and social entrepreneurial skills. In its implementation, it consists of five missions to strengthen the entrepreneurial spirit of Socially and Economically Vulnerable Women (PRSE). The Green Warrior program, based on the Mission-Based Learning method, serves as an educational tool and skill training based on a cooperative mission or challenge, training individuals to accomplish a task and
achieve the goals set for each mission (Shih and Chen, 2002). The empowerment implementation by providing training and education through challenges in each mission is expected to strengthen the goal of enhancing the social entrepreneurial spirit and increase the motivation of Socially and Economically Vulnerable Women (PRSE) in Kampung Cibunut to improve their quality of life and create business opportunities for income enhancement.

Each mission in the Green Warrior innovation instills values that must be possessed by social entrepreneurs as these values serve as provisions to create a better quality of life in the future (Amaliah, 2022). The concept of quality of life is built through life experiences, life satisfaction, and well-being (Haas, 1999). This concept is achieved through the Green Warrior program, which consists of five missions: Warrior Motivation Class, Warrior Coaching Class, Warrior Creative Class, Warrior Selling Class, and The Masterpiece of Warrior. Life experiences will increase through the completion of all missions. Life satisfaction is obtained through the Warrior Motivation Class and Warrior Coaching Class. Well-being will be created through Warrior Creative Class, Warrior Selling Class, and The Masterpiece of Warrior with Green Economy products that upcycle household waste or recycled products to support zero waste and create sustainable environmentally friendly products obtained through the utilization of the results of the Kang Pisman (Reduce, Separate, Utilize) and Oh Darling (Great People Aware of the Environment) movements in Kampung Cibunut.

The potential of the Green Warrior program innovation with Five Missions is developed through the Hexa-Helix Collaboration model involving Academic (Education), Business (Industrial), Community, Government, Mass Media, and Law and Regulation to support joint innovation objectives (Zakaria et al., 2019). With an inclusive Green Warrior program innovation, access and quality of basic services for the entire population can be improved, social protection expanded sustainably, business opportunities and access to productive resources expanded, and community participation in the social, political, and economic contexts in developing human resource capacities that align with economic transformation. Through enhancing skills and mentoring for vulnerable workers to be more productive, creative, and innovative, and being able to network as part of the supply chain to downstream efforts to accelerate poverty alleviation in development equalization and income inequality reduction efforts continue to be pursued to support Indonesia Emas 2045.

LITERATURE REVIEW
Women’s Economic Empowerment

Empowerment is a concept that continues to evolve to this day. Initially, the concept of empowerment referred to an effort to give authority, responsibility, and trust to each individual in society so that they can fulfill their tasks effectively (Ife, 2020). Theresia also states that the concept of empowerment can support the creation of independence in society, both socially and economically. Furthermore, Theresia categorizes community empowerment into several aspects, including activities to enhance community initiative and self-reliance, environmental improvement, and activities to enhance community capacity (Theresia, 2015).

In line with Kidder as mentioned in Oxfam’s Conceptual Framework on Women’s Economic Empowerment (2017), economic empowerment for women occurs when women enjoy their rights to control and benefit from their own resources, assets, income, and time, and when they have the ability to manage risks and improve their economic status and well-
being. Therefore, for women to be empowered, they must have autonomy and confidence to make changes in their own lives, including having the right to choice and power to influence decision-making, while enjoying equal rights with men and freedom from violence (Kidder et al., 2017).

Thus, from the above definition, it can be concluded that women’s economic empowerment is an effort or initiative undertaken by women to develop their capabilities and independence in meeting their needs. Women’s economic empowerment is an effort to empower women through the realization of their potential and capabilities. Therefore, every empowerment effort should mobilize women’s economic activities.

Green Economy

The United Nations Environment Program (UNEP) in a document titled “Towards a Green Economy” defines green economy as an economic system that enhances human well-being and social equity while also reducing environmental risks and ecological scarcities (UNEP, 2011). In other words, the green economy promotes both public and private investments that can stimulate income growth and job opportunities while simultaneously reducing carbon emissions and pollution; improving energy and resource efficiency; and preventing the loss of biodiversity and natural ecosystem services. UNEP (2011) emphasizes that the emergence of the green economy is a response to the evaluation of sustainable development policies.

Since the concept of sustainable development was introduced in the 1980s, it has successfully triggered economic growth and prosperity, but on the other hand, it has left severe environmental and poverty issues. Indonesia views the green economy as a development paradigm based on resource efficiency, leading to more sustainable consumption and production patterns. In the same spirit, Indonesia’s development is based on four pro-poor, pro-job, pro-growth, and pro-environment strategies to ensure that economic growth, as one of the pillars, moves in tandem with other elements of sustainable development (Ministry of State Secretariat of the Republic of Indonesia, 2011).

The Indonesian concept of the green economy, besides emphasizing resource efficiency, also focuses on internalizing environmental costs, poverty alleviation efforts, creating decent jobs, and ensuring sustainable economic growth. Moreover, Indonesia sees the green economy as a vehicle for achieving sustainable development. Therefore, the green economy must be implemented comprehensively. The externalities of costs must be internalized in economic activities related to the production, distribution, and consumption of goods and services at all levels. This is crucial to achieving the effectiveness of sustainable development.

Social Entrepreneurship

According to Cukier (2011), Social Entrepreneurship is a field within entrepreneurship. Simply put, Social Entrepreneurship can be defined as the efforts made by individuals who understand social issues and have entrepreneurial abilities. With these abilities, social entrepreneurship is used to bring about social change, encompassing areas such as welfare, education, and healthcare.

The concept of social entrepreneurship was first proposed by Bill Dryton, the founder of the Ashoka Foundation. According to Dryton, social entrepreneurship has two important aspects: the presence of social innovation with the potential to change existing systems within society, and individuals with creative and strong visions, entrepreneurial spirit, and ethical behavior. These two aspects can be found in individuals with
the potential to form social entrepreneurship. Activities in social entrepreneurship are not aimed at seeking profit but at conducting business with social objectives. This makes social entrepreneurship play several roles as agents of social change.

In Irma Paramita Sofia’s work (2015), Santosa (2007) explains that there are four roles of social entrepreneurship in economic activities. These four roles are creating opportunities and employment, innovating and creating new products or services needed by the community, social entrepreneurship as social capital, and enhancing equality. Therefore, social entrepreneurship is considered important because it has roles and characteristics that are part of the effort to address social phenomena and create social value for communities in need.

Mission Based Learning

According to Chih and Chen (2002), the Mission Based Learning model is a learning model that develops attitudes and abilities to accomplish specific tasks under the risk that they may fail. In this model, participants also learn to be responsible, willing to take risks, and persistent in completing tasks under time and resource constraints. The Mission Based Learning model consists of six constructs as sequential processes, including: commitment to activities, risk-taking, perseverance, positive self-talk, self-reflection, and self-improvement.

A designed mission will involve participants themselves throughout the learning process. This aims for participants to have real experiences in every process they go through. Each assigned mission will have various levels of difficulty control ranging from low to high with different numbers of sub-goals, skill variations, deadlines, and resource support. Therefore, it can be concluded that Mission Based Learning is a highly cooperative mission-based learning that trains individuals to work on something and achieve the targets set for each mission.

Women Vulnerable to Socio-Economic Conditions (PRSE)

According to the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 5 of 2019 concerning the Management of Integrated Social Welfare Data, Women Vulnerable to Socio-Economic Conditions (PRSE) are adult women aged 18 to 59 years who are married, unmarried, or widowed, either due to divorce or the death of their spouse, and do not have sufficient income to meet their basic needs. In this context, a woman or widow whose husband has passed away or has divorced her will take on the role of a husband as the head of the household and the primary breadwinner in the family.

According to the Ministry of Social Affairs, someone categorized as Women Vulnerable to Socio-Economic Conditions (PRSE) is someone who still lacks self-confidence, causing them to be hindered in meeting their basic needs. Women Vulnerable to Socio-Economic Conditions come from less privileged families and often face negative stigma from the community in their living environment. Consequently, these women do not have the opportunity to develop themselves to overcome the difficulties they face. Additionally, other factors such as lack of knowledge and inadequate skills also contribute to a woman’s difficulty in expressing herself.
Research Methodology

This was a qualitative research. Qualitatively, it described the concept and implementation of the Green Warrior innovation and reviews the influence of the effectiveness of the Green Warrior program as an effort to create economic empowerment programs for women through Green Sociopreneur for Women Vulnerable to Socio-Economic Conditions (PRSE) that are people-centered, participatory, empowering, and sustainable. Therefore, efforts to promote equality and alleviate poverty can be achieved through innovative programs for women's economic empowerment that will create social entrepreneurs impacting the sustainability of human development to support Indonesia’s Golden 2045.

The determination of the research location was purposive, and the observation and interviews with key informants obtained information that Cibunut, Kebon Pisang, Sumur Sub District, Bandung City was selected as the research location because there were 41 women vulnerable to socio-economic conditions (PRSE) (SIKS-NG, 2022). The research subjects were 10 Women Vulnerable to Socio-Economic Conditions (PRSE) selected based on age, education level, and vulnerability. This was carried out to assess the effectiveness of the Green Economy program innovation for the empowerment of Women Vulnerable to Socio-Economic Conditions (PRSE) in Cibunut.

The data collection techniques used interviews, observations, and literature studies. Interview guidelines, interviews are conducted in-depth with the aim that the answers obtained are more profound in the sense that informants understand and can explain the subject matter. Informants include Women Vulnerable to Socio-Economic Conditions and officials from Kampung Cibunut. Observation is done by observing directly how Women Vulnerable to Socio-Economic Conditions (PRSE) are involved in the empowerment process. Literature studies are used to collect supporting data from various documents as reference sources. Based on this, the collected data includes profiles, records, and graphs or monographs from the research area.

Suyanto and Sutinah (2006) stated that data analysis techniques in qualitative research were carried out by classifying or categorizing data based on several themes according to the researcher’s focus. The data analysis conducted in this research consisted of data reduction, data presentation, and drawing conclusions or data verification.

RESULTS AND DISCUSSION
Overview and Potential of Cibunut, Kebon Pisang Village, Bandung City

Cibunut is located in the heart of Bandung City, precisely on Sunda Street,
RW 07, Kebon Pisang Village, Sumur Subdistrict. RW 07 consists of 10 neighborhood units (RT) and has a dense residential land use pattern. In terms of topography, the Cibunut area is generally not flat, with an area of 31,478 m². According to population records from the Kebon Pisang Village administration until October 2022, the population in RW 07 is recorded as 1,731 individuals, with 960 females and 771 males. The residents of Cibunut have various occupations with an average income of less than Rp 2,000,000. Overall, the income of Cibunut residents is still below the Bandung City Minimum Wage (UMK) in 2023, which was Rp 4,048,462.69.

Besides being known for its densely populated area, Cibunut has the potential for cleanliness and waste management activities originating from households. The community collects inorganic waste, which is then deposited at the Waste Bank, a routine activity conducted by the Oh Darling management team. Meanwhile, organic waste such as food scraps, leaves, fruits, vegetables, and others are managed through biodegester systems, biopores, hole bricks, takakura, felita, composting pipes, composting holes, composting barrels, and windows. The administrators of Cibunut also developed the “Buruan Sae” program, encouraging residents to utilize the smallest possible land in front of their homes for planting various vegetables, crops, and fruits. The effective waste management system in Cibunut has received recognition from various local and international sectors as one of the creative villages with good waste management. This demonstrates community cooperation and participation in development, providing ideas and contributing energy, as well as a fairly good commitment to implementing established programs by the Cibunut administration.

The Condition of Economically Vulnerable Women (PRSE) in Cibunut, Kebon Pisang, Bandung City
Women make a significant contribution to the economy, whether in business, agriculture, or through unpaid caregiving work at home. However, according to data from the Women Head of Household Empowerment (PEKKA), only 5% of female heads of households work in the formal sector, while the remaining 95% work in the informal sector. Out of this 95%, only 7% of female heads of households have access to capacity-building opportunities. This fact undoubtedly further hampers the empowerment of female workers, especially in the informal sector.

![Figure 4. Topographic Map of Cibunut](image)

![Figure 5. Graph of the Number of Economically Vulnerable Women (PRSE) and Poor Families in Kebon Pisang Village](image)
Based on the above graph, there is an increase in the number of Economically Vulnerable Women (PRSE) in Kebon Pisang Village. This figure continues to rise from May to December 2022, which is in line with the increasing poverty line of families. Cibunut, which is part of Kebon Pisang Village, is not exempt from the issue of Economically Vulnerable Women (PRSE). The majority of PRSE in Kampung Cibunut are caused by factors such as low education, early marriage, and coming from poor families, making it difficult for them to access decent employment. On the other hand, they are required to work to meet the daily needs of their families. With the various challenges faced by PRSE in meeting their livelihoods, it will have negative impacts on themselves, their families, and the environment, such as the neglect of children in terms of education, health, and physical and mental growth, which will affect their future, as well as the emergence of the practice of Women Engaging in Undesirable Activities (WTS) as a chosen alternative employment.

The Innovation Program for Women’s Economic Empowerment “Green Warrior” in Cibunut, Kebon Pisang, Bandung City

Green Warrior is an innovation program for women’s economic empowerment designed based on Green Sociopreneur principles through the Mission Based Learning method. This method serves as an educational and skill training tool based on mission-oriented challenges, highly cooperative in training individuals to accomplish tasks towards predefined targets (Shih and Chen, 2002). In the implementation of the Green Warrior program, it consists of five missions. Each mission in the Green Warrior innovation instills values that social entrepreneurs must possess as these values serve as a foundation for creating a better quality of life in the future (Amaliah, 2022). The concept of quality of life is built through life experiences, life satisfaction, and well-being (Haas, 1999). Thus, this concept can be achieved through the Green Warrior program, which consists of five missions: Warrior Motivation Class, Warrior Coaching Class, Warrior Creative Class, Warrior Selling Class, and The Masterpiece of Warrior. Life experiences will be enhanced through the completion of all missions. Life satisfaction is attained through Warrior Motivation Class and Warrior Coaching Class. Well-being will be created through Warrior Creative Class, Warrior Selling Class, and The Masterpiece of Warrior with Green Economy products made from household waste or recycled products to support zero waste and create sustainable environmentally friendly products obtained through the Kang Pisman (Kurang, Pisahkan, dan Manfaatkan “Reduce, Separate, Utilize”) and Oh Darling (Orang Hebat Sadar Lingkungan “Great People Aware of the Environment”) movements in Cibunut.

![Figure 6. Concept of Green Warrior Program](image-url)
Cibunut as an alternative form of women’s economic empowerment, human development, and achieving sustainable economics, to maximize the exploration of interests and talents among Socially and Economically Vulnerable Women (PRSE) in Kampung Cibunut using the Mission Based Learning method, and to provide methods and learning tools for skill development as preparation for future community social entrepreneurship.

The Logo of the Women’s Economic Empowerment Innovation Program “Green Warrior” in Cibunut, Kebon Pisang, Bandung

The Green Warrior Innovation Program has a logo composed of various elements such as shapes, symbols, text, and diverse colors. The logo of the Green Warrior Innovation Program carries meanings that represent the objectives of creating this program. The philosophy behind the Green Warrior Innovation logo is as follows:

a. Green Color represents the sustainable and lush nature, interpreted as a color for growth and fertility.

b. Orange Color symbolizes encouragement or enthusiasm. The orange color in the Green Warrior logo signifies cultivating enthusiasm and encouraging the desire within oneself to achieve high-quality change.

c. The silhouette of a woman carrying an arrow represents the Female Hero. This is because women are the ones who will bring about change to improve their quality and empower the nation.

d. The inscription “Pahlawan Ekonomi Indonesia” (Indonesian Economic Hero) and “Berdaya Untuk Negeri” (Empowered for the Nation) serve as the motto of the Green Warrior innovation to enhance the quality of women.

e. Recycling Logo embedded in the program’s name symbolizes the program’s efforts to minimize waste through the utilization of recycled products.

The targets of implementing the Green Warrior Women’s Economic Empowerment Innovation Program

The targets of this program are Economically Vulnerable Women (PRSE) in Kampung Cibunut, Kelurahan Kebon Pisang, were women aged 18 (eighteen) to 59 (fifty-nine) years who are unmarried or widowed, serving as the primary breadwinners for their families, and having insufficient income to meet basic living needs. In determining these targets, the researcher coordinated with the authorities of Cibunut, who have direct knowledge of the community’s conditions and issues. Thus, the program implementation can be carried out according to the program’s objectives and target beneficiaries. Based on this information, the researcher obtained data on 41 Economically Vulnerable Women (PRSE) validated with the Integrated Social Welfare Data (DTKS) of Bandung City. From this total, the researcher selected 10 individuals as the target group, who have an interest in social entrepreneurship and care about the social environment.

The details of the activities for implementing the “Green Warrior’ Women’s Economic Empowerment Innovation Program
The Green Warrior Innovation Program incorporates various outstanding and innovative activities organized into five missions, namely the Warrior Motivation Class, Warrior Coaching Class, Warrior Creative Class, Warrior Selling Class, and The Masterpiece of Warrior. The explanations of these five missions, which are activities of the Green Warrior innovation, are as follows:

a. **Mission 1: Warrior Motivation Class**

The Warrior Motivation Class is an activity designed to provide encouragement and build mindset or thinking patterns for the program's targets. Motivation is self-concept realization (realizing self-concept). The self-concept realization concept is illustrated in the following diagram by the researchers.

![Fishbone Self-Concept Diagram](image)

**Figure 8. Fishbone Self-Concept Diagram**

Formation of motivation for the targets will cultivate gratitude and provide encouragement for them to maximize their lives to the fullest. The implementation of the motivation class employs various methods, such as demonstrations, storytelling, and providing role models as a form of material delivery. Providing material in this manner will facilitate the active participation of the targets in the learning process. As a complement to the Warrior Motivation Class, it is supported by experts who provide motivation for self-reliance and self-improvement using video presentations containing motivation, role models, and life values. Additionally, in the implementation of the Warrior Motivation Class, the targets are required to list their future hopes as a reflection of their determination and efforts to improve their quality of life on the tree of hope. To measure the success rate of the Warrior Motivation Class implementation, questionnaires and behavior observations are conducted. Thus, the Warrior Motivation Class can provide benefits and impacts for the target group of Economically Vulnerable Women, such as mobilizing, motivating, and instilling strength in individuals to act in certain ways according to the goals achieved; and maintaining and supporting behavior in line with the paths and goals of individual drives and strengths.

b. **Mission 2: Warrior Coaching Class**

The Warrior Coaching Class is an activity aimed at helping economically vulnerable women (PRSE) identify and optimize their potential so that they can strive to become the best version of themselves. In the Warrior Coaching Class, researchers organize five entrepreneurship classes with various different themes. The first theme will discuss social entrepreneurship, the second theme will focus on creative and environmentally friendly business ideas, the third theme will cover effective marketing strategies, the fourth theme will address bookkeeping or financial management, and the fifth theme will delve into building partnerships. Each theme is tailored to the abilities, knowledge, and urgent needs of the targets, which are then aligned with the stages of social entrepreneurship development for the economic growth of the targets.

Throughout the implementation process of the Warrior Coaching Class, the targets will be accompanied by mentors or coaches who will assist them during the empowerment process. The media used to facilitate and help deepen the understanding of the targets
during the Warrior Coaching Class is the Warrior Coaching Card. The Warrior Coaching Card is an illustrated card, where each image on the card reflects the values of an entrepreneur and the qualities that everyone needs to improve their quality of life. The use of these cards can help the targets to be open-minded and discern useful information to enhance their potential. The success of the Warrior Coaching Class activity is measured observantly from the behavior, skills, and attitudes demonstrated after participating in the activity, such as completing all classes with discipline and showing a desire to start social entrepreneurship.

c. Mission 3: Warrior Creative Class

The Warrior Creative Class is an activity aimed at fostering creativity among the program's targets. This creativity class focuses on serving as a stimulus for Economically Vulnerable Women (PRSE) to create new things by utilizing resources and potentials, especially by using recycled waste materials to produce economically valuable products. In the Warrior Creative Class, recycled waste materials from the Kang Pisman Program and Oh Darling KSM in Cibunut are utilized. The expected outcome is the creation of flagship products as detailed below:

Table 1. Details of Flagship Products from the Green Warrior Innovation

<table>
<thead>
<tr>
<th>No.</th>
<th>Flagship Products</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Agraria Gardening Kit (Eco-enzyme, Growing Medium, Seedlings)</td>
<td>Gardening Kit utilizes organic waste as a growing medium, fertilizer, and eco-enzyme. The seedling nursery media is prepared using pots made from recycled paper that will not pollute the soil as they easily decompose.</td>
</tr>
<tr>
<td>2.</td>
<td>Handcraft Cibunut Knitted Bag</td>
<td>Unlike recycling, which turns waste into reusable materials, upcycling plastic bags into knitted bags with stylish designs, together with PRSE, turns them into new items that have added value. This not only utilizes plastic waste for environmental sustainability but also emphasizes high economic value. To enhance the sense of security, the knitted bag products are lined with synthetic leather fabric on the inside of the bag.</td>
</tr>
<tr>
<td>3.</td>
<td>Culinary Kerupuk Cara Cibunut (Kurcaci)</td>
<td>Kurcaci (Kerupuk Cara Cibunut) utilizes the uniqueness and potential of the product with distinctive cracker processing, making this product more durable compared to other cracker products, thus enhancing its economic value.</td>
</tr>
<tr>
<td>4.</td>
<td>Packaging</td>
<td>The packaging for all products uses sustainable packaging such as plantable packaging, carton boxes, cassava bioplastic, polypropylene plastic, glass jars, and refillable eco-enzyme containers.</td>
</tr>
</tbody>
</table>

The production of these products is chosen because it considers efficiency, effectiveness, and abundant raw material supply, which will make for a long-term sustainability plan for the program. The success of this activity is measured by the existence of a production process for Green Economy-concept products, which can later become a new business source for the target audience.

d. Mission 4: Warrior Selling Class
Warrior Selling Class is a continuation of the previous mission, Warrior Creative Class, with the mission to equip the targets with the basics of product packaging and distribution. This activity is necessary as a complement after the targets have developed creativity so that they are able to package, market, sell, and maximize profits. In addition to packaging, good communication is also needed in the sales process. The media utilized to assist this activity include role-playing, introduction to digital marketing, and learning basic photography skills.

The implementation of role-playing activities is tailored to the topics being discussed. For example, role-playing as a seller, buyer, bystander, and other roles. Thus, this usage can shape and develop personal branding while enhancing participation. In addition to conventional marketing education, the targets are also provided with training related to digital marketing, managing social media as a product promotion medium, and online sales mechanisms. To support digital marketing, the targets also learn about basic photography skills to enhance the selling art for the products they produce. Photography can translate conceptual ideas, and the targets are introduced to operating cameras, whether it's a smartphone camera or other types of cameras.

e. Mission 5: The Masterpiece of Warrior

The Masterpiece of Warrior is the final mission in the Green Warrior series. This mission serves as a reflection of all the missions that have been completed through the presentation of business products created by Women Vulnerable to Socioeconomic Conditions (PRSE), and the targets are evaluated through the concept of the Warrior Board Games.

This final mission aims to serve as an assessment indicator in implementing all the learning outcomes that have been conducted. The targets will be challenged to showcase, exhibit, and explain the business products created, and through the Warrior Board Games, the understanding of the targets will be tested as a means of strengthening their social entrepreneurial spirit, complemented by 3 cards (challenges, questions, and social entrepreneurship knowledge). After participants play and complete the game, the targets are expected to be able to apply social entrepreneurial values and have a stronger entrepreneurial spirit than before.

Strategic Steps in Implementing the Concept of the Green Warrior Women's Economic Empowerment Innovation Program

In implementing the Green Warrior women's economic empowerment innovation program to create and develop an effective adaptation between social welfare resources and the needs of the target group. The strategic steps in implementing this program are as follows:

a. Social Initiation

Initiation is the activity of making preliminary contact, understanding the characteristics of the community, building relationships with the community until readiness and agreement (trust building) are established to collaborate in community development. Social initiation aims to build access and trust from the community, stakeholders, and policymakers in Cibunut, Kebon Pisang Village.

The techniques used by the researcher in social initiation include Community Involvement, which involves immersing oneself in various community activities, both formal and
informal. Other techniques used in the process of social initiation include: home visits, transect walks, social conversations, documentation studies, and observation. The results obtained from social initiation include obtaining permits and support from all authorities, social organizations, as well as the community of Cibunut and Kebon Pisang Village in implementing the research on the innovation program for women's economic empowerment “Green Warrior”.

b. Social Organization

Social organization is the process of identifying the structure of social groupings and local social organizations, involving potential aspects to mobilize the community in an integrated and coordinated manner. In this social organization process, researchers conduct mapping related to the organizations and institutions existing in Cibunut, Kebon Pisang Village. In analyzing the organizations and institutions in Kampung Cibunut, researchers use tools such as the Venn Diagram.

c. Social Assessment

In this stage, researchers delve deeper and more detailed into the causes and effects of the issues, needs, and understanding of the target group (Economically Vulnerable Women) related to social entrepreneurship. In this assessment process, researchers use social work techniques such as FGD (Focus Group Discussion) and create a cause-and-effect analysis diagram to facilitate the identification of the causes of the problem, the effects of the problem, and the needs of the target group.

Table 4.3 Social Assessment Results of Economically Vulnerable Women

<table>
<thead>
<tr>
<th>Problem</th>
<th>Focus</th>
<th>Factors</th>
<th>Problems</th>
<th>Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economically Vulnerable Women</td>
<td>Lack of motivation to improve quality of life</td>
<td>PRSE resigned to their situation, making them unable to progress</td>
<td>Motivation and social support to improve quality of life.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Low education quality</td>
<td>Most of the PRSE only pursue education up to high school level</td>
<td>The presence of mentors who can provide guidance.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The level of creativity is relatively low</td>
<td>PRSE has various skills, but due to their low creativity, they tend to be lazy in developing the skills they have.</td>
<td>Classes that can develop the skills that PRSE possess</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lack of self-confidence to start a business</td>
<td>PRSE have the intention to start a business, but due to uncertainty about their abilities, they only rely on existing jobs</td>
<td>Training in social entrepreneurship</td>
<td></td>
</tr>
</tbody>
</table>

d. Planning and Implementation of Social Interventions

The planning of social intervention involves selecting strategies to address issues based on assessment results. In implementing the intervention of the Green Warrior innovation, a model of local community development (locality development) is utilized, focusing on self-reliance, capacity building, and community integration processes.

Based on the activity planning process, the priority commodities and
potentials for development are identified as green products. Thus, the intervention plan for the program implementation is as follows.

Table 4.4 Implementation of Activities for the Green Warrior Innovation Program

<table>
<thead>
<tr>
<th>No.</th>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mission 1: Warrior Motivation Class</td>
<td>The activity designed to provide encouragement and build mindset or mindset patterns among the program targets. Motivation is a self-concept realization (realizing one’s self-concept)</td>
</tr>
<tr>
<td>Objective</td>
<td>Fostering gratitude and nurturing the spirit of becoming a social entrepreneur</td>
<td></td>
</tr>
<tr>
<td>Participants</td>
<td>10 PRSE in Cibunut.</td>
<td></td>
</tr>
<tr>
<td>Method</td>
<td>Demonstration, story telling, and role model.</td>
<td></td>
</tr>
<tr>
<td>Learning Media</td>
<td>Video and tree of hope</td>
<td></td>
</tr>
<tr>
<td>Outcome</td>
<td>Tree of hope and basic manner.</td>
<td></td>
</tr>
<tr>
<td>Success indicator</td>
<td>The emergence of enthusiasm among the participants in living life and following the next missions</td>
<td></td>
</tr>
</tbody>
</table>

2. Mission 2: Warrior Coaching Class | Activities that help optimize self-potential and assist the participants in becoming the best version of themselves |
| Objective | Optimizing the participants’ potential to achieve an understanding of social entrepreneurship |
| Participants | 10 PRSE in Cibunut. |
| Method | Person-to-person communication using the ADIK approach (Dreams, Impact, Efforts, and Commitment). |

3. Mission 3: Warrior Creative Class | Activities carried out in creating works. |
| Objective | Fostering the creativity of the targets in creating a product. |
| Participants | 10 PRSE in Cibunut. |
| Method | Demonstration |
| Learning Media | Tools and ingredients to make Green Product. |
| Outcome | Kit Garden, recycled waste bags, and Kerupuk Kurcaci. |
| Success indicator | The targets are able to create one environmentally friendly product |

4. Mission 4: Warrior Selling Class | Provision of basic sales and packaging principles for products |
| Objective | Equipping the targets with skills in packaging and marketing for the products they have created. |
| Participants | 10 PRSE in Cibunut. |
| Method | Role-playing and demonstration |
| Learning Media | Camera and packaging |
| Outcome | Packaged Green Product |
| Success indicator | The targets are able to understand the basics of sales and are capable of creating product |
e. Monitoring and Evaluation

Monitoring activities are conducted throughout the program. Evaluation is carried out after each completed mission. Researchers and partners discuss the evaluation for that day and note the areas for improvement for the next mission. The main benefit of repeated evaluations is to enhance the quality of learning and to understand other variables that affect the effectiveness of the entrepreneurship learning program.

The output or outcome of the implementation of the Green Warrior Economic Empowerment Program innovation

In supporting the Green Warrior program innovation, the researcher compiles various forms of outputs or results from this program that support sustainability and can be utilized by the community to further develop the empowerment program that has been implemented.

a. Green Warrior Digital Platform

The digital platform in the form of a website for the Green Warrior program is a digitalization innovation of the empowerment program aimed at promoting, developing partner stakeholders, accessing donors, and recruiting volunteers. The digital platform contains informational content and menu options including home, about, service, product, gallery, and contact. Under the service menu, there is a summary of activities from the five missions, digital guidebooks, digital entrepreneurship modules, motivational videos, and other important information that can be accessed by the target audience and for the development of program sustainability. Meanwhile, the product menu contains detailed information about the products resulting from the implementation of the Green Warrior program innovation as a means of promotion as well as buying and selling products. Moreover, the development of this digital platform is expected to shape public perception and build public trust in the program that has been implemented.

b. Green Warrior Social Media

The utilization of digitalization is also developed through social media platforms such as Instagram and YouTube, which are used as digital information media to disseminate the programs carried out with partners and to motivate the wider community to continue striving to create changes to enhance the quality of human resources in Indonesia.

c. Green Warrior Learning Module

The learning module is a reference handbook containing various materials about social entrepreneurship, available in both hardcopy and softcopy.
formats accessible on the Green Warrior digital platform in a user-friendly manner. Each module consists of themes such as: Let's Become Social Entrepreneurs!, Creative and Environmentally Friendly Business Ideas, Marketing Strategies, Importance of Bookkeeping, Building Partnerships, and others.

d. **Green Warrior Pocketbook**

Pocketbook is a book provided to the targets to record and evaluate the results of the activities that have been carried out.

e. **Motivational and Creative Videos**

Motivational and creative videos consist of motivational videos and tutorial videos discussing empowerment programs and learning, packaged with enjoyable mission-based learning methods combined with engaging quizzes.

f. **Warrior Board Game**

Warrior Board Game is a game designed to hone entrepreneurial skills, equipped with 4 cards at each corner of the board. This game is capable of honing skills and also serves as a measure of the participants' abilities towards the implemented program.

g. **Warrior Coaching Card**

Warrior Coaching Card is a set of illustrated cards, where each image reflects the values of an entrepreneur and qualities that everyone needs to improve their self-quality. The use of these cards can help participants to be open and consider aspects that are useful for enhancing their potential.

h. **Creative Products Resulting from Green Warrior Innovation**

The creative products resulting from Green Warrior innovation include the Gardening Kit utilizing organic waste, crafting Handcrafts from upcycled recyclable waste, and “Kurcaci” Crackers (Kerupuk Cara Cibunut/Cibunut-style Crackers) with economic value. These were chosen due to their simplicity and short production time, coupled with abundant raw material supply, thus forming a sustainable plan for the program.

The **SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)** is conducted to measure the success of the Green Warrior Women’s Economic Empowerment Program innovation concept.

SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats in designing the women’s economic empowerment program innovation. The results of the SWOT analysis of the “Green Warrior” Women’s Economic Empowerment Program based on internal and external factors are as follows.

<table>
<thead>
<tr>
<th>Table SWOT Analysis of Green Warrior Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IFAS</strong> (Internal Strategic Factors Analysis Summary)</td>
</tr>
<tr>
<td>The Green Warrior innovation is an economic empowerment program for women through Green Sociopreneurship targeting Economically Vulnerable Women (EVW). It is characterized by being people-centered, participatory, empowering, and sustainable. This program aims to develop the target audience to be ready to enhance themselves and compete in efforts to improve their quality of life.</td>
</tr>
</tbody>
</table>
The government’s commitment to poverty alleviation exists, as well as the awareness of many people about environmental issues and their choice to purchase eco-friendly products.

Financial assistance and regulations related to the use of environmentally friendly products are essential. Additionally, poverty alleviation commitment can be implemented by seeking partner networks. In this program, partner networks operate as Hexa-Helix Collaboration, creating potential and resources for the sustainability of the program in line with the goal of improving the quality of life and promoting efforts by Economically Vulnerable Women.

Analysis of Benefits and Impact of the Green Warrior Women’s Economic Empowerment Program Innovation

The innovation of the Green Warrior women’s economic empowerment program has various benefits and impacts for the targets, the government, and the general community. The benefits and impacts, viewed from various aspects, are described in the following table.

Table Benefits and Impacts of the Green Warrior Women’s Economic Empowerment Program Innovation from Various Aspects

<table>
<thead>
<tr>
<th>No.</th>
<th>Aspects</th>
<th>Description of Benefits and Impacts of Green Warrior Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Economic Aspect</td>
<td>From an economic perspective, the Green Warrior innovation strengthens a country's competitiveness, particularly Indonesia, in building its economy. This is because Green Warrior adds value by enhancing quality of life, providing business potential and opportunities, improving the quality and capacity of business products, which in turn creates job opportunities and fosters creativity. Moreover, the empowerment concept inherent in Green Sociopreneurism considers the sustainability of business production, ensuring that the goods or services produced by Economically Vulnerable Women are not temporary and take into account their continuity. These sustainable...</td>
</tr>
</tbody>
</table>
products also provide ample opportunities to be enjoyed and accessed by the wider community. Naturally, business revenue increases in line with the broadening market scope.

2. Education Aspect

The Green Warrior program can enhance the knowledge of Economically Vulnerable Women (PRSE) through various educational activities and training provided. Additionally, the program can contribute innovative approaches to empowerment, particularly for women’s economic empowerment. The development of an online platform within this empowerment program will facilitate access to learning materials with an informative interface.

3. Environment Aspect

With the Green Warrior program emphasizing efforts to create a Green Economy and eco-friendly products, the targets will gain a better understanding of how a business product can impact environmental sustainability. In this empowerment process, the distributed production results should also be environmentally friendly, both in terms of production and distribution. It is hoped that this innovation will reduce waste from business production that poses a threat to the environment, especially non-biodegradable plastic waste.

4. Social Aspect

The Green Warrior innovation has led to an overall increase in entrepreneurs' income, improved productivity among PRSE, and the creation of green jobs. Additionally, within the Green Warrior innovation, collaboration with various beneficial parties will be established to develop social relations, social communication, and social interaction for the targets. Furthermore, as the targets develop their businesses, they must establish partnerships and collaborations to further expand their endeavors.

5. Cultural Aspect

With the Green Warrior innovation, there are benefits to the cultural habits of society, which often overlook environmental concerns. This includes the habit of not understanding that creating a business doesn’t always require expensive materials and doesn't necessarily result in waste that is difficult to decompose. Therefore, through this innovation via empowerment programs, targets can be made aware of the importance of a culture of sustainable entrepreneurship with principles of sustainability.

The Potential for Sustainability and Multi-Stakeholder Synergy in the Impact of the Innovation of the Women's Economic Empowerment Program “Green Warrior”

The implementation of the Green Warrior program is expected to serve as motivation for participants or targets to improve their quality of life through entrepreneurial skills. Additionally, the new empowerment methods can serve as educational and training tools to further develop the spirit of social entrepreneurship skills among economically vulnerable women in Kampung Cibunut. Moreover, the target groups can maximize self-exploration through the empowerment method with the Warrior Five Mission using Mission-based Learning. This program can be applied nationwide with various targets in Indonesia as it is formed based on analysis of issues, needs, and
utilization of available resource systems. The program also shapes the targets from mindset or mindset patterns to skills training for empowering livelihoods. In implementing this program innovation, it faces complex challenges that require solutions from various elements, including supporting the sustainability of the program. Therefore, researchers are harnessing multi-stakeholder synergy with Hexa Helix Collaboration as follows.

**a. Government**

The government plays a crucial role in formulating policies for the community to achieve the goals of the Green Warrior empowerment program innovation. The government can act as a supervisor of program implementation, a controller of program execution, as well as an accumulation of funds needed to realize the Green Warrior empowerment program innovation. In carrying out its duties, it is assisted by:

- The Ministry of Communication and Information Technology of the Republic of Indonesia, which plays a role in the development of digitalization of economic empowerment by promoting the results of empowerment.
- The Ministry of Cooperatives and SMEs, which plays a role in providing entrepreneurship training and providing funding for business operators and entrepreneurship financing.
- The Ministry of Social Affairs, which plays a role in providing capital assistance and business services. Additionally, it provides motivation and social support to improve quality of life.
- The Ministry of Women’s Empowerment and Child Protection supports efforts to empower women economically.

**b. Academic/Education**

Academic institutions play a role in realizing the development of empowerment programs by innovating and assisting in finding ideas and program feasibility through educational research, idea development, licensing processes, and capital development, as well as providing reliable and skilled human resources to assist in empowerment implementation.

**c. Business/Industrial**

Private sector entities with Corporate Social Responsibility and Environmental Responsibility (CSRE) programs play a role in facilitating funding, sponsorship, and supporting technological systems in the development of empowerment innovations that can be accessed digitally.

**d. Community**

The community plays a role in supporting and actively participating in the empowerment process. The community involved is not only those from the target partners but also the general public in distributing innovative products and consuming them.

**e. Mass Media**

Providing program information to the public will allow more people to become familiar with the empowerment program and may attract partners to collaborate in developing innovative programs.

**f. Law and Regulation**

It serves as the basis for implementation, supervision, and monitoring in the execution of empowerment programs. With official legality and legal backing, the implemented program innovation can be trusted.

The value offered by the Green Warrior empowerment program lies in its innovative approach rooted in addressing poverty issues and tapping into
market segmentation opportunities where global consumers are increasingly interested in green economy products. Additionally, it leverages the skills of Economically Vulnerable Women (EVW). The program is designed in the form of completing a mission or challenge that encompasses various knowledge and skills, consisting of the Five Missions: Warrior Motivation Class, Warrior Coaching Class, Warrior Creative Class, Warrior Selling Class, and The Masterpiece of Warrior, aiming to strengthen the entrepreneurial spirit of EVW as a sustainable program.

CONCLUSION

The Green Warrior innovation is a women's economic empowerment program based on Green Sociopreneur principles through Mission Based Learning method, designed in the form of completing a mission or challenge that encompasses knowledge, values, and social entrepreneurial skills. Implemented through five missions, namely the Warrior Motivation Class, Warrior Coaching Class, Warrior Creative Class, Warrior Selling Class, and The Masterpiece of Warrior, providing training and education through challenges in each mission. It is aimed to strengthen the goal of social entrepreneurial spirit and boost motivation among Economically Vulnerable Women (PRSE) in Kampung Cibunut to improve their quality of life and create business opportunities for income enhancement.

This innovation focuses on the economic empowerment of Economically Vulnerable Women (PRSE) based on green sociopreneurship. This is because the resulting businesses produce sustainable and environmentally friendly products. The raw material supply comes from harnessing the community's potential through the Kang Pisman (Reduce, Separate, Utilize) and Oh Darling (Great People Aware of the Environment) movements in Kampung Cibunut. By developing community assets and the skills of Economically Vulnerable Women (PRSE), this program contributes to its implementation. The potential of the Green Warrior program with its five missions is developed through the Hexa-Helix Collaboration model involving Academic (Education), Business (Industry), Community, Government, Mass Media, and Law and Regulation to support common innovation goals.

The results of the Green Warrior program can be used for idea development and innovation to accelerate solutions for poverty alleviation among Economically Vulnerable Women (PRSE). This program can develop innovations in women's economic empowerment that foster mindset enhancement for quality of life improvement, provide skills training to facilitate poverty alleviation and inclusive human development. The inclusive Green Warrior program innovation can enhance access and quality of basic services for all residents, expand sustainable social protection, broaden business opportunities and access to productive resources, and ensure community participation in social, political, and economic contexts to develop human resource capacity in line with economic transformation. Through enhancing skills and providing support for vulnerable workers to become more productive, creative, and innovative, and able to network effectively as part of the value chain, efforts to accelerate poverty alleviation in development equality and income disparity reduction are continuously pursued in support of Indonesia Emas 2045.
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