

THE ROLE OF WOMEN IN THE HOME INDUSTRY OF CASSAVA PROCESSING IN CIREUNDEU TRADITIONAL VILLAGE

Kamila Nurul Faijah^{1)*}, Hasnatun Amaliyah¹⁾, Rafa Sabila Putri Hidayat¹⁾, Sri damayanti¹⁾

Universitas Islam Negeri Sunan Gunung Djati¹

*Email: kamilanurulfaijah@gmail.com**

Article History

Received: 6 April 2026

Accepted: 20 April 2026

Published: 30 April 2026

Abstract

This study examines women's involvement in home industries as part of a strategy to meet family economic needs, particularly in indigenous communities that still maintain local cultural values. This study aims to analyze the role of women in the cassava processing home industry in the Cireundeu Traditional Village, including their involvement in the production process, their contribution to the family economy, and their role in maintaining local culture. The study used a qualitative approach with a descriptive design. Data were collected through in-depth semi-structured interviews, participant observation, and purposive selection of informants. The results show that women play a dominant role in processing cassava into various marketable products, such as opak (rice crackers), chips, and kecimpring (rice crackers). This involvement not only contributes to increasing family income through diversifying economic resources but also serves as a means of empowering women through the development of business skills and experience. In addition, women play a role in the cultural sustainability of the Cireundeu community through the preservation of traditional processing techniques and cassava-based products. Thus, women occupy a strategic position as economic actors and guardians of the cultural identity of indigenous communities.

Keywords: Women, Home Industry, Cassava, Local Culture.

A. INTRODUCTION

The development of small-scale industries in Indonesia demonstrates the increasingly significant involvement of women in household economic activities. Women are no longer confined to the domestic sphere but are also involved in productive activities that contribute to meeting family needs. This involvement is part of the dynamics of the community economy, particularly in the family-based home industry sector, which utilizes local resources (Sukei, 2021). In such circumstances, women play more than just a supporting role but also contribute to the sustainability of the businesses they operate.

Home industries are developing as a relatively flexible business model that allows family members to be involved in the production process. These characteristics provide space for women to maintain domestic responsibilities while also participating in economic activities. Production activities generally take place in the residential environment, making women's involvement an integral part of the ongoing work system (Sukei, 2021). This role encompasses involvement in the production process as well as contributing to increasing family income.

This involvement demonstrates that women are in a complex position, as domestic responsibilities must still be carried out alongside economic activities. The division of time and energy has become a part of daily life, allowing domestic and economic roles to coexist (Khotimah & Anggaunitakiranantika, 2019). This situation not only highlights the double

burden women face but also demonstrates their real contribution to maintaining family economic sustainability.

In indigenous communities, women's involvement is not only related to economic activities but also closely linked to prevailing value systems and culture. The Cireundeu Traditional Village is one such community that still maintains a cassava-based consumption pattern as part of its cultural identity. Cassava is processed into rasi, or cassava rice, which has been a staple food for generations. This food production process involves the collective involvement of community members, both men and women, from planting to processing (Rahmadewi et al., 2023).

Cassava production activities in the Cireundeu Traditional Village cannot be understood solely as economic activities. These activities take place within a framework of cultural values that have been passed down through generations, so the processes of production, processing, and consumption have social and cultural significance. Cassava consumption patterns are not only based on food needs but also relate to belief systems and local wisdom that govern the relationship between humans and the environment (Nisa & Surtikanti, 2024). Thus, the economic activities that develop in the community do not stand alone but are rooted in the underlying cultural values.

This interconnectedness between culture and economic activity gives the cassava-based industry in the Cireundeu Traditional Village its distinctive character. Cultural values are not only maintained as identity but also serve as the foundation for carrying out daily economic activities. In this context, women play a strategic role, directly involved in the production process and in maintaining the sustainability of cultural practices. Women's role is evident not only in their involvement in cassava processing but also in efforts to maintain the values that accompany these activities (Rahmadewi et al., 2023).

However, studies specifically examining the relationship between women's roles, cassava-based economic activities, and cultural values in the Cireundeu Traditional Village are still limited. Existing discussions tend to separate economic and cultural aspects, thus failing to explain how the two relate to each other in everyday life (Rahmadewi et al., 2023). In fact, understanding this relationship is important to see how women carry out their roles not only as economic actors, but also as part of the social and cultural systems of society.

The involvement of women in the cassava home industry in the Cireundeu Traditional Village is important to study because it demonstrates the close relationship between production activities, gender roles, and cultural values. These economic activities are not only intended to meet economic needs but also serve as a means of sustainable cultural preservation. In this regard, women serve not only as laborers but also as those who maintain the continuity of cultural practices in daily life.

Based on this, this study focuses on analyzing the role of women in the cassava home industry in the Cireundeu Traditional Village, highlighting their involvement in the production process, division of labor, and their contribution to maintaining the cultural values underlying these activities. This analysis is expected to provide a deeper understanding of women's position in culturally based economic activities and demonstrate how these roles contribute to the economic and cultural sustainability of the community.

B. LITERATURE REVIEW

Gender Role Theory

Gender role theory explains that the differences in roles between men and women are formed through social construction, norms, and cultural values that develop in society. Women are traditionally associated with domestic roles, but in modern socio-economic dynamics, these roles have evolved into productive roles as women become involved in family economic

activities. In the context of home industries, women not only carry out domestic functions but also play an active role in the production process and business continuity. This demonstrates the dual roles that women play in everyday life. This theory is relevant to explaining women's involvement in cassava processing in the Cireundeu Traditional Village because this activity reflects the gender-based division of labor in the local community (Eagly & Wood, 2012).

Indicators:

- Gender-based division of labor
- Women's domestic roles
- Women's productive roles
- Women's double burden
- Involvement in production

Women's Empowerment Theory

The theory of women's empowerment emphasizes the process of increasing women's individual capacity to access resources, develop skills, and participate in economic and social activities. Empowerment is not only seen from an economic perspective, but also from women's ability to make decisions and strengthen their position within the family and community. In the context of home industry, women are given the space to develop production skills and contribute to family income. This involvement allows women to become more economically and socially independent. This theory is relevant because women in cassava processing in the Cireundeu Traditional Village are not only laborers but also play a role in strengthening the family economy through locally-based productive activities (Kabeer, 1999). Indicators:

- Economic independence
- Access to resources
- Skills development
- Participation in businesses
- Contribution to income

Local Cultural Preservation Theory

The theory of local cultural preservation explains that culture is a system of values, practices, and knowledge passed down from generation to generation within a community. Cultural preservation is not only carried out through symbols or rituals, but also through daily life practices, including economic activities based on local traditions. In indigenous communities, production activities often have cultural significance because they are related to the identity and continuity of community traditions. Cassava processing in the Cireundeu Traditional Village functions not only as an economic activity but also as a form of preserving local culture that has been passed down from generation to generation. This theory is relevant because women play a crucial role in maintaining traditional processing techniques and maintaining cultural identity through home industry activities (UNESCO, 2003). Indicators:

- Inheritance of cultural values
- Preservation of traditional techniques
- Sustainability of local products
- Cultural identity
- Role in maintaining traditions

C. RESEARCH METHODOLOGY

This research employed a qualitative approach with a descriptive design. A qualitative approach is used to construct knowledge based on a constructive perspective, namely, meaning derived from individual experiences, social values, and the surrounding background. In this approach, knowledge is derived from the researcher's understanding of the experiences and explanations provided directly by informants (Fiantika et al., 2022). This approach was used

because the study aimed to deeply understand the role of women in the cassava processing home industry in the Cireundeu Traditional Village, which is not only related to production activities but also to the accompanying cultural values and social practices.

The research focused on women's involvement in the production process, their contribution to the family economy, their role in empowerment, and their relationship to the preservation of local culture. This focus was chosen so that the study could examine women's roles holistically, not only as producers but also in household and community life. The qualitative approach was used because it can explain that cassava processing activities are not merely economic activities but also part of daily social and cultural practices.

The unit of analysis in this study was women involved in the cassava processing home industry in the Cireundeu Traditional Village. Informant selection used purposive sampling, a non-probability sampling technique in which researchers intentionally selected informants based on their relevance to the research questions to gain in-depth and contextual understanding (Tajik et al., 2024). These criteria included women actively involved in production activities and having experience in cassava processing. Furthermore, key informants were also involved to strengthen understanding of the research context, such as the Head of the Community-Based Group (POKDARWIS) as a representative of the activity management and business actors directly involved in operations.

Data collection was conducted through in-depth semi-structured interviews. This technique allowed informants to explain their experiences and roles more openly, while still adhering to the research focus. Furthermore, participant observation was conducted to directly observe the production process, work patterns, and interactions within the home industry. Through this observation, researchers were able to understand how these activities actually take place in the field, thus providing a clearer picture of women's roles in home industry activities. Data analysis was conducted inductively through the stages of data reduction, data presentation, and conclusion drawing. Data analysis was conducted by processing data obtained from interviews and observations to align with the research focus. In the data reduction stage, researchers sorted data related to women's involvement in cassava processing activities in the Cireundeu Traditional Village, so that only relevant data were used in the discussion. Next, the data was presented in a structured narrative form to facilitate understanding of women's roles in these activities. The final stage was carried out by drawing conclusions based on the analyzed data, thus gaining an understanding of women's roles in the cassava processing home industry in the Cireundeu Traditional Village.

D. RESULT AND DISCUSSION

In the home industry of cassava processing in the Cireundeu Traditional Village, women are very involved, especially in the production process. Processing is a crucial part of cassava production, as it determines the taste, quality, and final value of the product. Women's involvement in this production can be seen in the processing of cassava raw materials into various products, such as opak, chips, and kecipring, which are mostly carried out by women. Based on the results of interviews with the head of the Tourism Awareness Group, production activities are mostly carried out by women, while men only assist when needed. This finding not only demonstrates the high level of female participation but also demonstrates that women play a very important role in transforming cassava into a high-value product. Women's involvement in the processing process demonstrates that women are not merely complementary, but also a crucial part that determines the sustainability of the business.



Figure 1. Women's involvement in the cassava processing process



Figure 2. Women's involvement in marketing production results

The dominance of women in the production process is inextricably linked to domestic activities. In society, food processing is inherently a woman's domestic role. Therefore, when this activity develops into an economic activity, women possess a superior skill and experience. Consequently, in the cassava processing home industry in the Cireundeu Traditional Village, women play a significantly dominant role compared to men. This finding aligns with research showing that women play a primary role in processing local food ingredients due to their link to domestic activities (Jumiati et al., 2025). Therefore, this pattern is not formed intentionally but rather naturally, structurally within the community.

Women's involvement in this home industry also impacts the household economy. Although the results obtained are not the primary source of income, the home industry can provide additional income to help meet daily needs. In the family economy, this home industry reflects the application of income diversification, where families are not solely dependent on a single source of income. In this context, the home industry is a concrete example of income diversification that can be implemented by utilizing available resources in the environment. The findings of the research by Widiarti et al. (2025) showed a similar finding, where diversifying income sources, including through home businesses and women's involvement in the family, can help strengthen household economic resilience. Women's involvement in the cassava processing home industry can be understood as an effort to strengthen the family economy through the utilization of existing resources.

This diversification strategy demonstrates that women's involvement in production plays a broader role beyond supplementing family income. When the primary source of income declines, there are still other sources of income that can be used to meet daily needs. In this regard, women's roles are crucial because work in home industries contributes to family economic stability. These home industries also provide opportunities for women to remain involved in productive activities without neglecting domestic duties. Research conducted by Rizal and Fahrudin in 2025 showed a similar finding, where home industries not only help

supplement income but also support family economic independence through direct involvement in sustainable work activities (Rizal & Fahrudin, 2025).

Women's involvement in the cassava processing home industry not only helps improve family income but also demonstrates an ongoing empowerment process. Women can act as agents of empowerment by utilizing their knowledge and experience in business management, thus promoting economic independence. Women's involvement in these activities provides space to develop skills, not only in product processing but also in understanding the business process itself. In practice, women no longer work solely in the production process but also begin to act as agents, contributing to self-development through continuous work experience. According to the findings of Reviana and Subekti's 2024 research, women in MSMEs can act as agents of empowerment by utilizing their knowledge and experience in business management, thus promoting economic independence (Reviana & Subekti, 2024).

Women's role as empowerers is evident in their ability to utilize their experience and skills to not only increase their own capacity but also impact their surrounding environment. Women's involvement in various stages, from production to marketing, provides them with knowledge that can be disseminated to other members of the same community. Thus, women not only develop individually but also contribute to the collective empowerment process.

The role of women in the home cassava processing industry is also linked to the culture of the Cireundeu community. Cassava processing is not only seen as an economic activity to generate income, but also as part of efforts to maintain traditions passed down through generations. This is evident in the processing methods, which still maintain traditional techniques, both in the production process and in the resulting products, such as opak, kecimpring, and rengginang. In practice, women are the most involved in the process, thus indirectly contributing to the sustainability of long-standing customs. Although marketing has begun to evolve to meet market needs, the production process remains largely unchanged from previous practices. The resulting products not only have economic value but also carry meaning as part of the Cireundeu community's cultural identity.

E. CONCLUSION

The role of women in the cassava processing home industry in the Cireundeu Traditional Village is not only limited to production activities, but also plays a role in maintaining the sustainability of the community's economic and cultural activities. Women play a key role in processing cassava into valuable products, while also contributing to increasing family income through additional sources of income. This involvement arises from skills already acquired in daily life, which then develops into part of the economic activity. Furthermore, cassava processing activities are also inseparable from preserved cultural values, where women play a role in maintaining traditional processing methods and the types of products that are characteristic of the Cireundeu community. This study also shows that economic activities are inseparable from existing values and customs in society, thus women play a crucial role in carrying out economic activities while maintaining cultural preservation. Based on these findings, further research can be directed at examining the development of the cassava processing home industry, focusing on the use of technology while maintaining local cultural values.

REFERENSI

- Eagly, A. H., & Wood, W. (2012). Social role theory. In P. A. M. Van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.), *Handbook of theories of social psychology* (pp. 458–476). SAGE.
- Fiantika, Feny Rita, Mohammad Wasil, Sri Jumiati, et al. *Metodologi Penelitian Kualitatif*. PT. Global Eksekutif Teknologi, 2022.
- Jumiati, Agatha, Esti Aryani, and Erlin Suci Ikayani. “Sosialisasi Peran Perempuan dalam Mewujudkan Ketahanan Pangan di Desa Paulan Kecamatan Colomadu Kabupaten Karanganyar.” *Jurnal Pengabdian Masyarakat Bangsa* 3, no. 6 (2025): 2980–84.
- Kabeer, N. (1999). Resources, agency, achievements: Reflections on the measurement of women’s empowerment. *Development and Change*, 30(3), 435–464. <https://doi.org/10.1111/1467-7660.00125>
- Khotimah, Husnul and Anggaunitakiranantika. “Bekerja dalam Rentangan Waktu: Geliat Perempuan pada Home Industri Keramik Dinoyo.” *Indonesian Journal of Sociology, Education, and Development* 1, no. 2 (2019): 106–16. <https://doi.org/10.52483/ijsted.v1i2.10>.
- Nisa, Hana Khoirun, and Hertien Koosbandiah Surtikanti. “Peranan budaya dan kepercayaan makan singkong masyarakat adat Cireundeu dalam menjaga kelestarian alam: Studi literatur.” *Journal of Socio-Cultural Sustainability and Resilience* 1, no. 2 (2024): 93–102. <https://doi.org/10.61511/jscsr.v1i2.2024.425>.
- Rahmadewi, Aliya, Dewi Ayu Hidayati, Maria Septi Dwi Setyorini, Iqbal Zulkarnain, Annisa, and Denis Indah Febrita. “Peran Gender Dalam Keluarga Pada Produksi Pangan Rasi Di Masyarakat Kampung Adat Cireundeu.” *Sociologie: Jurnal Ilmiah Mahasiswa Sosiologi* 2, no. 1 (2023): 41–50.
- Reviana, Eva, and Khalisah Visiana Subekti. “Peran Perempuan Dalam Pemberdayaan Ekonomi Masyarakat Melalui Umkm Berbasis Pengetahuan Khas Perempuan Di Wilayah Dki Jakarta.” *Edunomika* 08, no. 02 (2024): 1–15.
- Rizal, Moh Syaiful, and Fahrudin. “Peran Home Industry dalam Meningkatkan Ekonomi Keluarga.” *RIGGS: Journal of Artificial Intelligence and Digital Business* 4, no. 3 (2025): 546–53.
- Sukei, Ayu. “Peran Ganda Wanita Dalam Home Industry Sapu Ijuk Di Desa Manggis, Mojosongo, Boyolali.” Universitas Muhammadiyah Surakarta, 2021.
- Tajik, Omid, Jawad Golzar, and Shagofah Noor. “Purposive Sampling.” *International Journal of Education & Language Studies* 2, no. 2 (2024): 1–9.
- UNESCO. (2003). *Convention for the safeguarding of the intangible cultural heritage*. UNESCO.
- Widiarsih, Dwi, Diany Meiriza, Hera Deswita, Amin Yusi Nur Sa’idah, Nadiah Al Khairiyah, and Hellen lastfitriani. “Ketahanan Ekonomi Keluarga: Pengabdian Kepada Masyarakat Dengan Pendekatan New Home Economics.” *Jurnal Pengabdian Kepada Masyarakat* 6, no. 2 (2025): 270–78.