

Empowered Housewives Through Affiliate Marketing to Improve Economic Welfare in Purworejo Village Pesawaran

Dwi Asri Siti Ambarwati^{1*}, Yuniarti Fihartini², Kamadie Sumanda Syafis³, Lidya Ayuni Putri⁴

^{1,2,3}Management, Faculty of Economics and Business, University of Lampung

⁴Accounting, Faculty of Economics and Business, University of Lampung

Email: ^{1*} dwi.asri@feb.unila.ac.id, ² yuniarti.fihartini@feb.unila.ac.id,

³ kamadie.sumanda@feb.unila.ac.id, ⁴ lidyaayuniputri@yahoo.com

Received	Accepted	Publish
10-March-2026	13-March-2026	15-March-2026

Abstract– The program “Empowered Housewives: Affiliate Marketing to Improve Economic Welfare in Purworejo Village, Negeri Katon District, Pesawaran Regency” aims to empower housewives through the use of digital technology, particularly affiliate marketing, as a means to increase family income. The method applied includes a participatory approach, practical training, and intensive mentoring conducted over six months. The activities followed several stages: preparation, training, hands-on practice, mentoring, and evaluation. Participants received training in creating digital promotional content, managing affiliate accounts, and developing strategies to expand their social media reach. Evaluation results indicated a significant improvement in participants’ understanding of digital marketing and their ability to utilize affiliate platforms to generate additional income. The program not only enhanced the economic capacity of housewives but also established a sustainable digital community in Purworejo Village. Therefore, this initiative contributes to local economic development by promoting women’s empowerment through digital innovation.

Keywords: women empowerment, affiliate marketing, digital economy, housewives, community welfare

1. INTRODUCTION

Purworejo Village, located in Negeri Katon District, Pesawaran Regency, is one of the rural areas in Lampung Province with a predominantly agrarian community structure (Nur, 2019). Most of the residents depend on farming, fishing, or daily wage labor as their primary sources of income. Meanwhile, housewives in this village primarily contribute to the family economy through informal and small-scale activities such as selling food, making traditional crafts, or running home-based shops. Although these activities play an important role in sustaining household needs, they remain limited in scale and profitability, thus not fully optimizing the potential economic contribution of women to local development.

In the era of rapid digitalization, technological literacy and access to online economic platforms have become essential for social and economic empowerment. However, rural communities—especially women—often lag in this transformation due to several structural and socio-cultural factors (Diana & Jayanti, 2024; Koswara, 2024). Housewives in Purworejo Village face limited access to digital training, inadequate understanding of online marketing systems, and insufficient exposure to technology-driven business models (Sinambela et al., 2024; Mannahali et al., 2024). Consequently, despite the increasing availability of internet access in rural Indonesia, many women remain passive consumers rather than active participants in the digital economy.

According to the Indonesian Internet Service Providers Association (APJII, 2024), internet penetration in Indonesia reached 79.5% in 2024, with over 80% of users actively using social media every day. Social media platforms such as WhatsApp, Facebook, Instagram, and TikTok

are now integrated into the daily lives of people in both urban and rural areas. Yet, their use remains largely social rather than economic. This situation presents a significant opportunity gap that can be bridged through digital entrepreneurship initiatives designed specifically for rural housewives.

One such opportunity is affiliate marketing, a commission-based digital business model that enables individuals to earn income by promoting products through affiliate links (Ramdani et al., 2025). Each time a consumer makes a purchase via a shared link, the affiliate earns a commission. This model is appealing for housewives because it offers flexibility in time, no requirement for capital investment, and low operational risk. It allows participants to work from home, balancing household responsibilities while generating income. Platforms like Shopee, Tokopedia, and TikTok Shop have made affiliate programs increasingly accessible to anyone with a smartphone and internet connection.

Despite these advantages, the potential of affiliate marketing remains untapped among the women of Purworejo Village. Several barriers prevent them from entering this digital economic space: (1) a lack of knowledge and awareness about affiliate marketing concepts and mechanisms; (2) low digital literacy, particularly in technical aspects such as creating affiliate accounts, generating product links, and designing promotional content; (3) limited understanding of digital marketing strategies; and (4) the absence of supportive communities or mentoring networks that could guide them through the learning process. These challenges contribute to the digital divide and hinder the economic empowerment of rural women.

To address these issues, a structured and sustainable intervention program is required—one that provides practical training, continuous mentoring, and community-building support. This program, titled “Empowered Housewives: Affiliate Marketing to Improve Economic Welfare in Purworejo Village, Negeri Katon District, Pesawaran Regency,” aims to strengthen the digital and entrepreneurial capacities of rural housewives. The program is designed to introduce participants to the basic concepts of affiliate marketing, train them in essential digital skills, and foster confidence in managing online promotional activities. Through participatory learning and hands-on practice, participants will learn how to create affiliate accounts, choose products strategically, design promotional content, and engage with audiences on social media platforms.

The broader goal of this program is to transform housewives from passive social media users into active digital entrepreneurs who can generate additional income for their families. This transformation not only enhances economic resilience but also contributes to the development of a more inclusive and digitally literate rural community. Over time, the establishment of a digital affiliate community in Purworejo Village is expected to create a sustainable ecosystem for learning, collaboration, and innovation among women entrepreneurs.

Furthermore, this community service initiative aligns with the global framework of the Sustainable Development Goals (SDGs), particularly Goal 1 (No Poverty), Goal 5 (Gender Equality), Goal 8 (Decent Work and Economic Growth), and Goal 9 (Industry, Innovation, and Infrastructure). The SDGs represent a universal action plan to eradicate poverty, reduce inequality, and promote sustainable economic and environmental growth. In this context, the affiliate marketing empowerment program serves as an innovative model that integrates gender-based empowerment with digital entrepreneurship to promote inclusive rural development.

Unlike conventional community programs that often replicate similar models in different locations, this initiative introduces novelty and creativity by utilizing social media platforms as digital marketplaces for housewives. It emphasizes measurable impacts—such as improved digital literacy, increased income, and enhanced self-efficacy—and encourages long-term sustainability through mentorship and community networks. By empowering women with practical digital tools, this program fosters self-reliance, resilience, and innovation, while ensuring that the benefits of digital transformation reach marginalized rural populations.

In conclusion, the empowerment of housewives through affiliate marketing represents a transformative step toward achieving economic inclusivity and gender equity in Purworejo Village. By integrating education, technology, and entrepreneurship, this initiative not only enhances the economic welfare of families but also aligns with Indonesia’s commitment to achieving the SDGs. It exemplifies how local innovation, when guided by global principles, can contribute meaningfully to sustainable community development.

2. IMPLEMENTATION METHOD

The method applied in this community service program combines a participatory approach, applicative training, and intensive mentoring. This approach positions housewives as active subjects rather than passive recipients of training. Each stage of the activity is designed to enable participants to learn, practice, and gradually develop the skills acquired throughout the program. The implementation of the program consists of four main phases, as illustrated in Figure 1, namely preparation, training and practice, mentoring and monitoring, and evaluation and follow-up.



Figure 1. Stages of Community Service Implementation

2.1 Preparation Phase

The preparation phase involved conducting preliminary surveys and mapping the needs of the participants. At this stage, the community service team collected initial data related to participants' knowledge of digital marketing and the potential of social media for promoting products. Based on the results of this needs analysis, the team designed a digital-based affiliate marketing training module that was adapted to the participants' characteristics. In addition, the implementation schedule was arranged, training materials were prepared, and a team of facilitators was formed to support the implementation of the program.

2.2 Training and Practice Phase

The next stage was training and practice, in which participants were introduced to the concept and benefits of affiliate marketing as an alternative strategy to increase household income. During this phase, participants were guided through the process of registering on several affiliate platforms and learning how to promote products through their social media accounts. They also received practical training on creating promotional content such as images, captions, and short videos. In addition, participants learned strategies to improve engagement and reach on social media so that their promotional content could attract a wider audience.

2.3 Mentoring and Monitoring Phase

After the training activities, mentoring and monitoring were conducted to ensure that participants could apply the knowledge gained. Mentoring was carried out through weekly discussions using WhatsApp groups as well as periodic field visits by the community service team. During this phase, the facilitators monitored participants' affiliate account activities and provided personalized consultations regarding technical challenges, content development strategies, and ways to increase digital interaction with potential consumers.

2.4 Evaluation and Follow-up Phase

The final phase was evaluation and follow-up. In this stage, participants' improvements in knowledge and practical skills were assessed. The evaluation process included reviewing the results of training activities, examining participants' promotional content on social media, and

documenting their progress during the program. Based on the evaluation results, achievement reports and development recommendations were prepared. In addition, a digital affiliate community of housewives in Purworejo Village was established to ensure the sustainability of the program and to facilitate continued knowledge sharing among participants.

The entire program was implemented over a period of six months, starting from participant recruitment, technical training, mentoring, and final evaluation. The overall process follows a systematic flow consisting of identification, training, practice, mentoring, and evaluation, as presented in Figure 1. All activities were properly documented and reported periodically as part of the accountability and monitoring process. Several stakeholders were involved in the implementation of this program. The Community Service Team from the University of Lampung acted as facilitators and evaluators. Housewives from Purworejo Village served as active participants and beneficiaries of the program. Village officials and community leaders provided support in terms of logistics, dissemination of information, and sustainability of the program. Community partners were actively involved in all stages of the program, from the initial data collection process, training implementation, weekly discussions, to final reflection. They also provided the training venue and committed to supporting the program throughout its implementation period.

The evaluation framework was designed to measure both knowledge gain and practical skill improvement. It included pre-tests and post-tests to assess participants' understanding of digital marketing and affiliate marketing concepts, evaluation of promotional activities and social media content, interviews and group reflections to collect qualitative feedback, and documentation of participants' progress and achievements. In addition, the level of engagement within digital community groups was used as an indicator of the program's success and sustainability. Through this approach, the community service program aims not only to transfer knowledge but also to strengthen long-term digital literacy and economic empowerment among housewives in Purworejo Village.

3. RESULTS AND DISCUSSION

3.1 General Overview of Program Implementation

The community service program was carried out in Purworejo Village, Negeri Katon District, Pesawaran Regency, where most women are housewives with lower-middle educational backgrounds. The majority had little to no experience in digital economic activities or affiliate marketing. The program ran for six months with 30 active participants. Activities included initial surveys, conceptual training, technical practice, weekly mentoring, and evaluation. The University of Lampung team acted as facilitators, mentors, and evaluators, while the village government provided logistical and participant support. Training took place through face-to-face sessions at the Purworejo Village Hall and online mentoring via WhatsApp groups. The participatory learning model encouraged active involvement so that participants could directly apply what they learned in real contexts.



Figure 2. Presenting the training material

2.2 Program Outcomes

2.2.1 Improved Understanding of Affiliate Marketing Concepts

The program resulted in a significant improvement in participants' understanding of affiliate marketing. Prior to training, 87% of participants had no knowledge of affiliate systems, assuming digital business required large capital. After training and simulations, 93% were able to clearly explain the affiliate marketing process and their roles as digital promoters connecting sellers and buyers through affiliate links. Practical sessions on Shopee, Tokopedia, and TikTok Shop platforms strengthened this understanding. The "learning by doing" approach effectively linked theory and practice.

Table 1. Pre-test and Post-test Results of Affiliate Marketing Concept Understanding

Category of Understanding	Before Training (Pre-test)	After Training (Post-test)
No understanding	87%	0%
Partial understanding	13%	7%
Full understanding	0%	93%

Source: processed by researchers (2025)

These findings indicate that the training successfully improved digital literacy and online economic awareness. Participants realized that digital business can be done flexibly from home without large capital—highly relevant to their social conditions.

2.2.2 Mastery of Digital Technical Skills

Participants also developed key digital skills necessary for affiliate marketing, including account creation, product selection, promotional content creation, link management, and engagement strategies. Observation results showed that all participants (100%) created active affiliate accounts, and 73% could independently produce promotional content. Participants became proficient in using digital tools like Canva, CapCut, and TikTok Editor .

Table 2. Improvement of Participants' Digital Technical Skills

Type of Technical Skill	Before Training	After Training
Creating affiliate accounts	8%	100%
Making promotional content (images/videos)	5%	73%
Using editing apps (Canva, CapCut)	10%	80%
Scheduling posts and using hashtags	3%	68%
Increasing audience engagement	0%	60%

Source: processed by researchers (2025)

Before training, most participants used social media mainly for entertainment. Afterward, they utilized it productively for marketing. Many participants applied storytelling and persuasive techniques suitable to local audiences and began promoting within family groups or local markets.

2.2.3 Increased Economic Activity and Income

Within three months, 60% of participants earned their first commissions from affiliate marketing, averaging Rp150,000–Rp300,000 per month, depending on promotion frequency and link clicks.

Table 3. Increase in Participants' Economic Activity

Economic Activity Indicator	Before Training	After Training (3 Months)
Active affiliate account holders	0%	100%
Participants earning first commission	0%	60%
Average monthly affiliate income	Rp 0	Rp 150,000–Rp 300,000
Participants expanding promotional network	0%	55%

Source: processed by researchers (2025)

Although the initial earnings were modest, they represent a major behavioral shift toward economic independence. Some participants combined affiliate marketing with reselling local products, expanding their income sources. The project also boosted confidence, digital communication skills, and awareness of economic opportunities—empowering women to contribute to their families' welfare.

2.3 Discussion



Figure 3. Group photo of the training participants after the training session

The program "Empowered Housewives: Affiliate Marketing to Improve Economic Welfare in Purworejo Village" effectively enhanced digital literacy and economic capacity among rural women. Initially, participants faced limited knowledge, digital access, and confidence. After six months of participatory training and mentoring, substantial transformation was observed in knowledge, skills, and behavior.

Pre-test and post-test data confirmed that understanding of affiliate marketing rose from 13% partial to 93% full comprehension. Additionally, 73% created affiliate accounts and practiced promotion through Shopee, Tokopedia, and TikTok. These results align with Prajulianto (2025), who stated that improving women's digital literacy directly contributes to family welfare through online economic participation. The learning-by-doing approach proved most effective, bridging theory and practice, and building self-efficacy (Bandura in Istikakimi & Kurniawati, 2024). Participants experienced small successes—creating accounts, sharing links, earning commissions—that increased confidence and motivation. Over time, they viewed themselves not just as homemakers but as digital entrepreneurs.

Group reflections also showed a mindset shift: social media was no longer seen only as entertainment but as a business platform. Collaborative behavior among participants created digital gotong royong, fostering mutual support and sustainable community learning. Economically, 60% of participants gained commissions, indicating the potential of affiliate marketing as an accessible income stream for rural women. Despite challenges—such as limited digital devices, unstable internet, and time constraints—continuous mentoring and WhatsApp-based support helped participants adapt gradually.

4. CONCLUSION

The implementation of the "Empowered Housewives: Affiliate Marketing to Improve Economic Welfare in Purworejo Village, Negeri Katon District, Pesawaran Regency" program has demonstrated that digital-based empowerment can significantly enhance the economic capacity and confidence of rural women. Through training, mentoring, and practical engagement in affiliate marketing activities, housewives in Purworejo Village have gained new knowledge and

digital literacy that allow them to participate in the modern economy. The program has successfully shifted mindsets from traditional income dependency to digital entrepreneurship, where participants learn to promote and sell local products through social media platforms and online marketplaces.

Moreover, affiliate marketing has proven to be a flexible and accessible strategy for housewives, as it does not require large capital and can be done alongside household responsibilities. The participants not only learned marketing and branding strategies but also developed collaboration and networking skills that are essential for sustaining online business activities. This empowerment has resulted in an increase in family income, improved self-confidence, and strengthened community solidarity among women entrepreneurs in the village. Overall, the initiative has shown that integrating technology with women's empowerment programs can create sustainable economic opportunities and contribute to local development. It serves as an exemplary model for other rural communities aiming to improve welfare through digital entrepreneurship and inclusive economic participation.

REFERENCES

- APJII. 2024. *APJII: Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang. Asosiasi Penyelenggara Jasa Internet Indonesia*. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Chattopadhyay, Pritam. 2020. *The Role of Affiliate Marketing in Digital Space: A Conceptual Approach*. International Journal for Modern Trends in Science and Technology. 6: 53–59.
- Diana, B. A., dan J. A. Sari. 2024. *Dampak Transformasi Digitalisasi Terhadap Perubahan Perilaku Masyarakat Pedesaan*. Jurnal Pemerintahan dan Politik. 9(2): 88–96.
- Istikakimi, I., dan V. Kurniawati. 2024. *Upaya Meningkatkan Kepercayaan Diri Siswa Dalam Berbicara di Depan Umum Dengan Media Modul dan Tugas Tantangan*. JSPED. 2(1): 1–10.
- Koswara, A. 2024. *Digitalisasi Ekonomi di Pedesaan: Mengkaji Kesenjangan Infrastruktur Digital di Indonesia*. Jurnal Al Azhar Indonesia Seri Ilmu Sosial. 5(3): 180–187.
- Mannahali, M., W. K. Asri, S. Fatimah, L. Azizah, dan F. Angraeny. 2024. *Pemberdayaan Ekonomi: Pelatihan Kewirausahaan dan Keterampilan Untuk Masyarakat Pedesaan*. ININNAWA: Jurnal Pengabdian Masyarakat. 2(2): 294.
- Nur Indah. 2019. *Efektivitas Pelaksanaan Program Gerakan Desa Ikut Sejahtera (GADIS) di Kecamatan Negeri Katon Kabupaten Pesawaran Tahun 2017*. Skripsi. Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Lampung. Bandar Lampung.
- Prajuliyanto, A. 2025. *Empowering Women-Owned MSMEs Through Digital Marketing and E-Commerce Training to Promote Women's Economic Independence*. BHARASUMBA: Jurnal Multidisipliner. 4(2): 163–169.
- Ramdani, R. M., A. R. Khairani, A. Hadita, R. Prabowo, dan I. S. Aulia. 2025. *Peluang Bisnis Melalui Affiliate Marketing: Mengoptimalkan Waktu Luang Ibu Rumah Tangga di Desa Margamulya*. Reswara: Jurnal Pengabdian Kepada Masyarakat. 6(1).
- Sinambela, S. M., J. N. Y. Lumbantobing, M. D. Saragih, A. F. Mangunsong, C. Nisa, J. P. Simanjuntak, dan Jamaludin. 2024. *Kesenjangan Digital Dalam Dunia Pendidikan Masa Kini dan Masa Yang Akan Datang (Studi Kasus di SMP N 35 Medan)*. Jurnal Bintang Pendidikan Indonesia (JUBPI). 2(3): 15–24.
- Yunita, Y., N. Nurmalasyari, A. R. Ulia, M. F. Ardiansyah, A. U. Inayah, dan G. V. Salsabila. 2025. *Analisis Peran Modal Sosial Dalam Mendorong Pemberdayaan Masyarakat Untuk Pembangunan Inklusif Berkelanjutan*. JICN: Jurnal Intelek dan Cendekiawan Nusantara. 2(3): 1–10.