

Stress Management Strategies for Women Entrepreneurs in Dooro Village

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ABSTRACT: Dooro Village, located in Cerme District, Gresik Regency, is home to a Women's School (Sekoper) whose members are female entrepreneurs. Balancing the dual roles of entrepreneur and homemaker often leads to elevated stress levels. Therefore, Sekoper members require effective stress management strategies to perform both roles successfully. This stress management assistance initiative is implemented to help Sekoper members better cope with stress. The program aims to offer sustainable solutions and raise overall awareness of mental health issues among women entrepreneurs in Dooro Village.

KEYWORDS: Stress Management, Mental Health, Women Entrepreneurs, Work-Life Balance, Rural Empowerment

I. INTRODUCTION

Dooro Village, located in Cerme District, Gresik Regency, is home to a local community initiative known as *Sekolah Perempuan* (Sekoper), which functions as a development platform for women, particularly those engaged in micro and small-scale entrepreneurship. Members of Sekoper shoulder dual responsibilities: managing business activities while simultaneously fulfilling domestic roles as homemakers. This combination creates a complex and demanding dynamic, often leading to significant psychological and emotional strain. The overlap between professional and familial duties exposes these women to chronic stress, highlighting the critical need for targeted mental health support and coping mechanisms.

The primary stressors frequently reported by Sekoper members include limited time, role conflicts, emotional isolation, financial instability, and entrenched social expectations that often diminish the perceived value of women's economic contributions. These issues are exacerbated by a lack of access to mental health education and the absence of structured, community-based programs designed to promote psychological well-being, particularly in rural environments. Consequently, many women experience symptoms of burnout, emotional exhaustion, decreased motivation, and irritability—factors that adversely affect both entrepreneurial performance and household functioning.

Additionally, the internalization of traditional gender roles often causes these women to prioritize the needs of their families over their own mental and emotional health. This self-sacrificial pattern contributes to a harmful cycle of unmanaged stress, ultimately diminishing their quality of life. Despite their vital role in community economic development, rural women entrepreneurs remain overlooked in terms of psychosocial support, as most empowerment programs continue to focus narrowly on technical or financial capacity-building rather than resilience and mental health.

There is a profound need to raise awareness that mental well-being is an essential component of sustainable entrepreneurship. The World Health Organization (2023) defines mental health not simply as the absence of mental disorders but as a state in which individuals can realize their potential, handle the normal stresses of life, work productively, and contribute meaningfully to society. Unfortunately, within the Sekoper community and many similar rural areas, mental health remains a taboo topic, often overlooked in discussions of empowerment and economic self-reliance.

Empirical research further reveals that female entrepreneurs are disproportionately affected by mental health challenges compared to their male counterparts. A 2024 study by Sun et al. published in *The Frontiers of Society, Science and Technology* found that nearly half of women entrepreneurs experience significant psychological distress, a figure considerably higher than that observed among men. Contributing factors include emotional labor related to multitasking, persistent societal judgment, and limited emotional or institutional support both at home and within entrepreneurial ecosystems.

These findings underscore the urgency of integrating mental health and stress management training into existing community development and empowerment frameworks. Sekoper, as a locally rooted women's empowerment institution, offers a strategic entry point for such initiatives. Through well-designed interventions such as skill-building workshops, behavioral education, and

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ongoing mentorship, women can acquire practical coping strategies to manage stress, improve role balance, enhance productivity, and foster emotional resilience—thereby promoting a more inclusive and sustainable model of rural development.

In response to these needs, a structured stress management assistance program was implemented to address the psychological challenges faced by Sekoper members. This initiative offered practical training in time management, physical wellness, and emotional regulation, aiming to strengthen the participants' capacity to manage stress in a sustainable manner. On November 13, a full-day training session was held at the Dooro Village Hall from 08:00 to 12:00, involving twenty (20) Sekoper members. The training provided not only technical knowledge but also a supportive space for self-reflection and discussion on mental health—topics that are rarely addressed within rural community settings. By equipping these women with the tools to maintain emotional well-being, the program seeks to promote not only individual mental health, but also collective resilience and empowerment across the broader Sekoper network.

II. METHODOLOGY

The implementation of the community service program was carried out in three sequential stages: preparation, execution, and evaluation-reporting, each designed to ensure a structured and participatory approach. During the **preparation stage**, the team initiated coordination efforts with the partner group—Sekoper members who are housewives and women entrepreneurs in Dooro Village. A Focus Group Discussion (FGD) was conducted to explore the psychological challenges they face, particularly those related to stress stemming from the dual demands of entrepreneurship and domestic responsibilities. The FGD allowed the participants to share their lived experiences and provided valuable qualitative insights, which informed the customization of the intervention program. In the **implementation stage**, the team conducted a comprehensive training session for twenty participants, focusing on three core components of stress management: time management, physical activity, and emotional regulation. The session included interactive discussions, practical examples, and a question-and-answer segment, ensuring that participants were not passive recipients but active learners. This approach encouraged participants to reflect on their personal stress triggers and to adopt context-specific coping mechanisms. Moreover, the team facilitated a safe and supportive environment that enabled open dialogue about mental health—an often-stigmatized topic in traditional rural settings. Finally, in the **evaluation and reporting stage**, the effectiveness of the training was assessed through participant feedback, qualitative observations, and group discussions. The evaluation focused on participants' comprehension of the material, their perceived relevance of the content to daily life, and the practical applicability of stress-reduction techniques. The team then compiled a comprehensive report that included insights from the evaluation phase, documented outcomes, and recommendations for future program improvements. Feedback from participants was also incorporated to enhance the sustainability and scalability of the initiative, particularly for replication in similar socio-cultural contexts.

III. RESULT AND DISCUSSION

The implementation of the community engagement program yielded highly favorable outcomes, both in terms of participant satisfaction and educational impact. The activity was officially led by the Head of the Management Undergraduate Study Program, Ms. Yuyun Isbanah, S.E., M.SM, who also played a central role in guiding the overall direction and ensuring the relevance of the materials presented. The core content of the program was delivered by Mr. Bima Yatna Anugerah Ramadhani, who introduced the participants to the foundational concepts of stress, including its psychological and physiological causes, common manifestations, and practical techniques for stress reduction. His delivery was both informative and accessible, utilizing real-life examples and interactive discussion to engage participants meaningfully.

Following the instructional session, participants received personalized support through an intensive mentoring process facilitated by the entire PKM (Community Service Program) team. This mentoring team, comprising Ms. Yuyun Isbanah, Ms. Trias Madanika Kusumaningrum, S.E., S.Pd., M.M., and Mr. Bima Yatna Anugerah Ramadhani, B.Ba., M.M., provided structured guidance to ensure that the stress management strategies taught during the session could be effectively applied in the participants' everyday routines. The mentoring approach emphasized behavior modeling and reflection, encouraging participants to internalize the techniques and adapt them to their unique life situations. This process was instrumental in helping the women integrate stress management into their daily roles, thereby supporting their psychological resilience as both entrepreneurs and homemakers.

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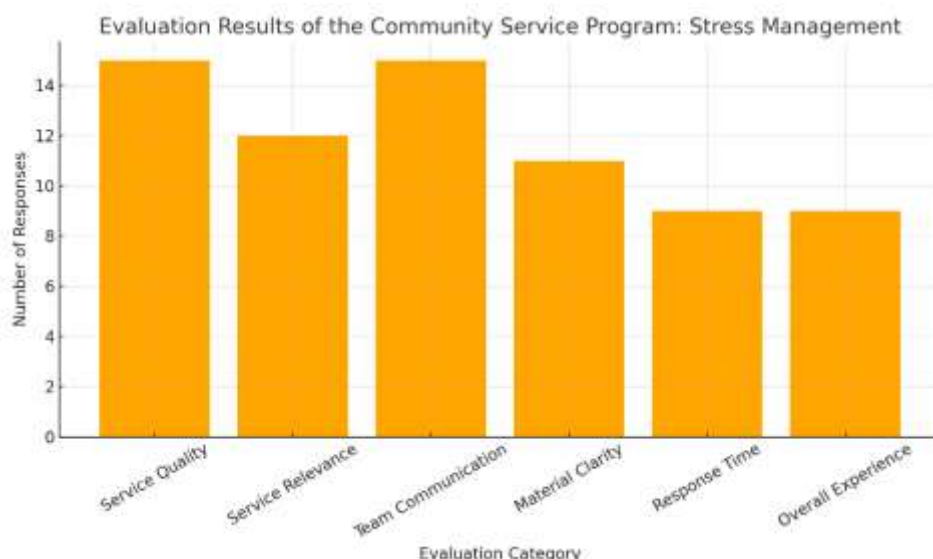


Figure 1. The Result of Community Service

To assess the impact of the intervention, a post-program evaluation was conducted, which focused on several key performance indicators: service quality, clarity and relevance of the material, communication effectiveness, timeliness of response, and the overall participant experience. The results of this evaluation indicated a strong alignment between the program's objectives and the participants' expectations. Most attendees rated the program as "Very Satisfactory" across all dimensions, underscoring its effectiveness in enhancing their understanding of stress and equipping them with tangible coping mechanisms.

Moreover, the participants expressed high appreciation for the team's responsiveness and the supportive learning environment created throughout the activity. They particularly valued the participatory nature of the program, where their voices and experiences were acknowledged and integrated into the learning process. This not only fostered a sense of community but also reduced the stigma around discussing mental health, which remains a sensitive issue in many rural communities.

In summary, the results demonstrate that the program successfully contributed to the participants' knowledge enhancement, behavioral change, and emotional empowerment. The positive feedback highlights the importance of contextualized, community-based mental health interventions and reinforces the need to replicate such initiatives in other rural settings where women face similar dual-role stressors. The outcomes also serve as empirical support for the continued integration of mental health literacy in entrepreneurship development programs targeting women in marginalized areas.

IV. CONCLUSIONS

The Community Service Program (PKM) focusing on stress management for Sekoper members was successfully implemented with highly positive outcomes. Evaluation revealed that the majority of participants were satisfied to very satisfied with the service quality, content clarity, team communication, and response time. The program effectively increased participants' understanding of stress, its causes, and coping strategies, while equipping them with practical tools for managing stress in daily life. The intensive mentoring further helped participants apply the knowledge in real-life situations.

To ensure long-term impact, ongoing monitoring and evaluation efforts are needed. This can be done through periodic surveys or direct visits to assess the participants' stress management abilities post-program. Advanced follow-up training sessions, such as in emotional regulation or communication skills, can further equip participants to tackle emerging challenges. The program also has the potential to be expanded to other communities of housewives with similar needs. By collaborating with local organizations or institutions, the program can be adapted and scaled to benefit broader communities and strengthen networks among women entrepreneurs.

ACKNOWLEDGMENT

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