



## Mompreneur and Creative Economy: Contribution to Local Economic Growth

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### Abstract

The role of mompreneurs in the creative economy is increasingly significant in supporting local economic growth. This article explores the relationship between mompreneurship and the creative economy through the Systematic Literature Review (SLR) approach. This study shows that mompreneurs, with innovation and adaptive skills, can create job opportunities, strengthen the family economy, and have a positive impact on local communities. However, challenges such as limited access to capital and social pressures remain major obstacles. This article provides strategic recommendations to support mompreneurs in Indonesia by utilizing digital technology, strengthening the business ecosystem, and improving financial literacy. Thus, mompreneurs can be agents of change in the creative economy that contribute to sustainable economic development.

**Keywords:** Mompreneur, Creative Economy, Women's Empowerment, SLR

## 1. INTRODUCTION

The phenomenon of mompreneurs or mothers who run businesses while managing family responsibilities has become an important topic in the creative economy discourse. Mompreneurs play a significant role in creating innovations, leveraging creative skills, and making a real contribution to the local economy. In the context of Indonesia, this role has become more relevant considering the high potential of the creative economy which accounts for around 7% of the national Gross Domestic Product (GDP) (Chan et al., 2024; Lia Sabtuti et al., 2020; Mohd Fikri et al., 2021)

However, despite their contributions, mompreneurs often face unique obstacles, such as limited access to capital, lack of business training, and a high burden of household responsibilities (Anisa Dwi Safitri et al., 2024; Wahidah et al., 2022). These factors are the main barriers for mompreneurs to develop further and reach their maximum potential in the creative economy sector.

The improvement of digital technology has brought new opportunities for mompreneurs to reach a wider market. By utilizing social media and e-commerce platforms, mompreneurs can promote their products more effectively. However, the use of this technology also requires adequate digital literacy, which is often a challenge for some mompreneurs, especially in rural areas (Dadaczynski et al., 2021; Guess et al., 2020; Pangrazio & Sefton-Green, 2021).

In addition, traditional cultural norms and gender roles in many regions of Indonesia often limit the movement space of mompreneurs. In this context, support from the government, community, and private sector is urgently needed to create an environment that supports the growth of motherpreneurship (Kalaitzi et al., 2019; Saliya, 2024; Schuster et al., 2019).

This article aims to explore the relationship between mompreneurship and the creative economy, focusing on their contribution to local economic growth. With a Systematic Literature Review (SLR) approach, this article analyzes various previous studies to identify challenges, opportunities, and empowering strategies that can be implemented.

This approach is important to provide a comprehensive understanding of how mompreneurs can be agents of change in supporting local and national economic development. In addition, this article also highlights the important role of innovation and collaboration in supporting the sustainability of mompreneurship.

Through this analysis, this article not only provides theoretical insights but also offers practical recommendations to support the development of mompreneurs in Indonesia. Thus, this research is expected to be a reference for policymakers, business people, and academics in understanding and supporting the role of mompreneurs in the creative economy.

## 2. LITERATURE REVIEW

Various studies show that mompreneurs make a significant contribution to the local economy through innovation and creativity. They can leverage their unique skills to create distinctive products and services, which are often a major attraction in the local market. However, this contribution tends to be more visible in urban areas, where access to markets and technology is more accessible. In contrast, mompreneurs in rural areas often face major challenges, such as limited infrastructure and access to technology (Soluk et al., 2021; Wang et al., 2022; Zhou et al., 2023).

Digital technology is one of the great opportunities that can help mompreneurs expand their market reach. By utilizing digital platforms, mompreneurs can reach a wider range of customers without geographical boundaries (Antonopoulou & Begkos, 2020; Jafari-Sadeghi et al., 2021). However, the digital divide remains an obstacle, especially for those in areas with inadequate technological infrastructure. This condition shows the importance of specific interventions to address the problem (Ishmuradova et al., 2024; C. Zhang et al., 2021).

Cultural norms and gender roles are also important challenges for mompreneurs. The burden of household responsibilities often limits their time and energy to focus on business development. Therefore, support from families and communities is urgently needed to ease this burden, so that they can be more productive and develop (Feldmann et al., 2022; Maharjan et al., 2024; Raines et al., 2024).

In addition, measurement of mompreneur success that focuses solely on financial aspects, such as income or profits, often ignores other dimensions that are no less important, such as social impact and community empowerment. This approach needs to be expanded to include more holistic success metrics, which reflect the primary goals of mompreneurship (Compan et al., 2024; Gräve, 2019; Kah & Akenroye, 2020).

The existing literature also shows a lack of longitudinal studies that can evaluate the sustainability of mompreneur businesses in the long term. Studies like this are very important to understand the dynamics of challenges and opportunities that continue to develop in the context of mompreneur businesses.

### **3. METHODS**

This research uses the **Systematic Literature Review (SLR)** to compile findings from various relevant academic sources. This method was chosen because of its ability to identify patterns, trends, and gaps in the literature related to mompreneurs and their contribution to the creative economy. By adopting the SLR approach, this study ensures that the analysis carried out is comprehensive and based on valid data from various previous studies (Cremin & Chappell, 2021; Kraus et al., 2020).

The literature search process begins by establishing a structured search protocol. The main databases used include Scopus, Web of Science, and Google Scholar. The protocol involves the use of specific keywords such as "mompreneur," "creative economy," and "local economic growth." The goal is to ensure that the literature collected includes recent and relevant studies that support an in-depth discussion of this topic (Casakin & Wodehouse, 2021; Nedzinskaitė-Mačiūnienė & Minelgaitė, 2024).

Literature selection is carried out based on strict inclusion and exclusion criteria. The inclusion criteria involved literature that focused on mompreneurs' contribution to the local economy, innovation, and women's empowerment in the context of the creative economy. Meanwhile, less relevant literature lacks empirical data, or does not cover the context of the creative economy and is directly excluded from the analysis. This is done to maintain the relevance and validity of the findings (Higuera Martínez et al., 2021; Moirano et al., 2020).

Once the literature has been collected, the next step is to analyze the data using thematic synthesis techniques. This technique helps researchers identify the main themes and relationships between variables that appear in the literature. This analysis not only provides insight into the contributions of mompreneurs but also reveals the challenges and opportunities faced in the development of their businesses. These findings are summarized in a conceptual framework to provide a more systematic understanding (Hossain, 2020; Paul & Criado, 2020).

As part of validation, the findings of the study are compared with the results of previous studies to ensure consistency and relevance. This approach also helps to identify gaps that can be the basis for further research. By using the SLR method, this study successfully provides a comprehensive overview of the role of mompreneurs in the creative economy, as well as provides strategic recommendations to support the sustainability of their businesses (Cumming et al., 2023).

#### 4. RESULTS

- **Mompreneur's Contribution to the Local Economy**

Mompreneurs have a very important role in strengthening the local economy, especially through the small businesses they run. By combining the roles of housewives and entrepreneurs, mompreneurs create new job opportunities that contribute to the reduction of unemployment in their communities. Their success in setting up small businesses is often based on a deep understanding of the needs of the local market, which allows them to offer products or services that fit the preferences of consumers in their area (Clayton et al., 2019; Kim & Kim, 2022).

Creativity and innovation are the main advantages of mompreneurs in identifying and utilizing business opportunities. They often create unique products that reflect local cultural identities, which are not only appealing to local consumers but also have the potential to be marketed to a wider region, including national and international markets. This effort not only contributes to the economy but also helps preserve local cultural values (Duignan & Pappalepore, 2019; Lotspeich et al., 2019).

In addition to creating economic value, businesses built by mompreneurs often contribute to the empowerment of women in their communities. Through their success, mompreneurs inspire and encourage other women to start similar ventures. In many cases, mompreneurs also act as mentors to other women, sharing their experiences and skills in

managing businesses, thus creating an inclusive and supportive entrepreneurial ecosystem (de Guzman et al., 2020; Greenstone et al., 2020).

Mompreneur businesses also help strengthen family economic stability. With the additional income generated from their business, many mompreneurs can improve their family's quality of life, for example by providing better education for their children or improving their living conditions. This positive impact often extends to the surrounding community, as improved family welfare also means increased local economic activity (Petach et al., 2021; Toussaint-Comeau et al., 2020).

The contribution of mompreneurs to the local economy is also seen in increasing the competitiveness of their communities. With innovative small businesses, mompreneurs encourage the growth of the informal economic sector and create more competitive economic dynamics. This provides direct benefits to consumers, such as better access to quality local products and services.

However, the role of the mompreneur in the local economy is not free from challenges. Many mompreneurs have to face obstacles such as limited capital, lack of business training, and social barriers that often hinder the development of their business. However, with the right support from the government, community, and the private sector, the mompreneur has the potential to become a major force in driving sustainable local economic growth (González with & Marcén, 2019; Kaufmann & Wittwer, 2019).

Overall, mompreneurs are not only the economic drivers of families but also agents of change in their communities. Through their efforts, mompreneurs strengthen social networks, create new opportunities, and build the foundation for inclusive economic growth. With greater attention and support, mompreneurs can become an important pillar in the development of the creative and local economy in the future.

- **The Role of Digital Technology**

Digital technology has become the main catalyst in driving the growth of mompreneur businesses. Through platforms such as social media and e-commerce, mompreneurs now have easier access to promote their products to a wider audience. This technology allows mompreneurs to reach markets outside of their local communities, even to global markets, without requiring large investments in physical infrastructure (Krishen et al., 2021; Sohaib et al., 2022).

Social media plays an important role in helping mompreneurs build strong brands and connect directly with customers. With creative content and digital marketing strategies, mompreneurs can attract consumers' attention at a relatively low cost. This

provides an opportunity for them to compete effectively with larger businesses in the same industry (Dwivedi et al., 2021; Steel, 2021).

In addition, digital technology also allows mompreneurs to manage their business operations efficiently. Financial and stock management apps make it easier to manage finances and inventory, while digital communication tools help improve coordination with partners and customers. By utilizing this technology, mompreneurs can save time and energy to focus on product and service innovation (Appel et al., 2020; Mastroberardino et al., 2022).

Advances in digital technology are also creating opportunities for product and service diversification. Through the analysis of data available on digital platforms, mompreneurs can understand consumer preferences and adjust their offerings according to market needs. This data also helps them in designing more effective marketing strategies to increase competitiveness (Kumar et al., 2020; Shan Wan et al., 2024).

However, the adoption of digital technology is not free from challenges. Many mompreneurs, especially in rural areas, still face limited access to the internet and technological devices. In addition, low digital literacy is the main obstacle to utilizing the full potential of this technology. This challenge requires specific interventions to ensure that all mompreneurs have equal access to technology (Dallocchio et al., 2024).

Digital technology, while it offers many advantages, also requires a deep understanding of data security risks. Many mompreneurs are not yet aware of the importance of protecting their personal and business information from cyber threats. This shows the importance of technology education that includes aspects of digital security as part of mompreneur empowerment.

- **Challenges Faced by Mompreneurs**

Mompreneurs face various challenges that often hinder the growth of their businesses. One of the main obstacles is limited access to capital. Many mompreneurs have difficulty getting loans from formal financial institutions due to the lack of collateral or documentation required. This limits their ability to expand their ventures or adopt new technologies (Tian & Kling, 2022; F. Zhang, 2020).

In addition, low digital literacy is a significant challenge in the era of technological transformation. Most mompreneurs, especially in rural areas, do not yet have adequate skills to make optimal use of digital platforms. This makes it difficult for them to compete with other business actors who are already more proficient in using technology (Bayar et al., 2021; Muller et al., 2020).

Another challenge is the burden of dual roles that they have to undergo. As housewives and entrepreneurs, mompreneurs often have difficulty dividing their time between family and business affairs. This burden not only affects their productivity but can also lead to fatigue which impacts their physical and mental health (Fox et al., 2019; Wasan et al., 2024).

Cultural norms and gender roles are also significant barriers for mompreneurs. In some areas, social pressure to keep prioritizing traditional roles as mothers and wives often limits their space in running a business. The lack of support from family and community makes this challenge even more difficult (Arner et al., 2019; Fernandez, 2021).

Limitations in infrastructure, such as access to markets and technology, are also a major obstacle, especially for mompreneurs in remote areas. Without an adequate distribution network, many mompreneurs find it difficult to sell their products outside the local community. This limits their opportunities to increase revenue and scale their business (Bollaert et al., 2021; Toxopeus et al., 2021).

Finally, the lack of business training and access to experienced mentors often makes mompreneurs less confident in making strategic decisions. They need more structured support to improve their business skills and address these challenges.

- **Mompreneur Empowerment Strategy**

Mompreneur empowerment requires a comprehensive and holistic approach. One important step is to increase mompreneurs' access to business training. These training programs can include financial management, marketing strategies, and digital literacy, all of which are essential to the success of their businesses.

Financial support is also an important aspect of empowering mompreneurs. The provision of microloans with low interest or without collateral can help mompreneurs overcome capital constraints. In addition, grant programs from the government or non-governmental organizations can provide initial funding for mompreneurs to start or grow their businesses (Blanco González Tejero et al., 2024; Cole et al., 2024).

Collaboration between the government, the private sector, and local communities is also needed. Governments can provide basic infrastructure, such as internet access and markets, while the private sector can offer training and mentoring programs. Local communities can provide moral and social support to help mompreneurs cope with the pressures of dual roles (Bahtera et al., 2021; Moghaddas et al., 2020).

Increasing digital literacy is one of the urgent empowerment strategies. Through intensive training, mompreneurs can learn to use technology to improve the efficiency of their business. Good digital literacy also allows them to understand data security risks and protect their business from cyber threats (Avdeenko et al., 2024; Nungsari et al., 2023).

In addition to training and financial support, the development of a mompreneur network or community can provide great benefits. By joining the community, mompreneurs can share experiences, get inspired, and collaborate with other business actors. The network can also be a source of information about market opportunities and the latest trends (Huis et al., 2019).

A holistic approach to mompreneur empowerment should include efforts to reduce the burden of their dual roles. Programs such as affordable childcare or flexible working hours can help mompreneurs focus more on their business without neglecting family responsibilities (Ibrahim et al., 2021; Xu et al., 2020).

- **Social and Community Impact**

Mompreneurs' efforts have a significant social impact in their communities. By creating new jobs, mompreneurs help reduce the unemployment rate, especially in areas with limited economic opportunities. This contributes directly to improving the welfare of the community (Colenberg et al., 2021; Newman et al., 2020).

Mompreneurs also play the role of agents of social change, especially in empowering women in their communities. Their success in running a business often inspires other women to start similar businesses. This creates a domino effect that strengthens women's position in the local economy (Huang, 2022; Portocarrero & Burbano, 2023).

In addition, mompreneur businesses often focus on products or services that have local cultural values. In doing so, they not only promote economic sustainability but also help preserve the traditions and cultural identity of their communities. This is an added value that enriches local cultural heritage (Ek et al., 2021; Macassa et al., 2021).

Mompreneur's efforts also strengthen social solidarity in the community. Many mompreneurs involve other community members in their business, both as employees and business partners. This collaboration helps to strengthen social relationships and create a sense of mutual support among community members (Su & Swanson, 2019).

Mompreneur's contribution to the community is not only limited to the economic aspect. In many cases, they also participate in social activities, such as charity programs or



environmental initiatives. This shows that the momprenneur has a multifaceted role that includes social and economic responsibilities (Schaefer et al., 2024).

The social impact produced by mompreneurs often extends to the next generation. Children of mompreneurs often get better education and grow up with an entrepreneurial spirit. This creates a positive cycle that encourages sustainable community development (Nurbaity & Kurniati, 2022).

## **5. CONCLUSION**

Momprenneur has a strategic role in supporting local economic growth through their creativity and innovation. With the ability to create unique products and services, momprenneur is able to answer the needs of the local market while promoting cultural values. However, this contribution has not been without challenges. Many mompreneurs face obstacles such as limited capital, access to technology, and low business literacy, especially in rural areas. However, the great potential of mompreneurs can be optimized by overcoming these barriers through a more inclusive and sustainable approach.

Digital technology has become a key element in empowering mompreneurs, allowing them to scale their businesses regardless of geographical boundaries. By leveraging social media, e-commerce, and other digital tools, mompreneurs can increase the visibility of their products in a wider market. However, the digital divide remains a challenge that requires serious attention. Adequate digital literacy and access to technology infrastructure must be a priority in supporting mompreneurs, especially in areas with limited resources.

The success of mompreneurs is highly dependent on support from various parties, including the government, community, and the private sector. Governments can play an important role by providing access to capital, business training, and adequate infrastructure. Local communities can provide moral and social support, while the private sector can contribute through empowerment programs and strategic partnerships. To ensure the sustainability and long-term impact of mompreneurs, further in-depth research is needed, especially in understanding the dynamics of technological changes and future market needs.

## **6. LIMITATION**

This study has a major limitation in the scope of the literature analyzed. The data sources used are mostly from specific academic databases, so they may not fully cover more specific local contexts, especially in areas with unique economic and cultural characteristics.

These limitations can affect the validity of the findings in describing the experience of mompreneurs in different regions with different challenges and opportunities.

In addition, the study did not include empirical studies or field interviews, which are important to strengthen the validation of the findings. Reliance on secondary literature alone limits the ability to explore the direct perspective of the mompreneur. Therefore, further research involving qualitative and quantitative approaches is needed to unearth deeper insights, as well as ensure the relevance and sustainability of findings in various contexts.

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