

COMMUNICATION MINI AUDIT IN THE BUSINESS BOOTCAMP EVENT AND WOMEN EMPOWERMENT IN TRENGGALEK

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ABSTRACT

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Trenggalek Regency organized the *Perempuan Hebat Trenggalek Meroket* event as part of a public relations initiative for women's empowerment, successfully attracting over 1,700 participants within six months. This research aims to evaluate the event's effectiveness in empowering women, identify vulnerabilities and provide recommendations through qualitative analysis. This study employs a communication mini-audit to examine four aspects: management, organization, communication, and feedback. The management aspect is analyzed using Joe Goldblatt's event management theory. The researchers collected data through in-depth interviews and documentation. The findings indicate that the event effectively contributed to women's empowerment. Vulnerabilities were identified in the management aspect, particularly in the preparation phase and coordination between the Trenggalek Regency Government and village heads. Additionally, the evaluation process between the Event Organizer and the Trenggalek Regency Government had not been conducted thoroughly. In the communication aspect, vulnerabilities points were identified in the Trenggalek Regency Government's limited communication with village heads and the insufficient publicity of the event's impact.

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1. Introduction

Communication is essential in human life as social beings, extending beyond information exchange to include relationship-building, mutual understanding, and cooperation in both individual and organizational contexts. Shimp (2014) defines communication as the process of exchanging thoughts and understanding between individuals or organizations. Public Relations (PR) plays a crucial role in managing relationships between organizations and the public.

According to Cutlip, Center, and Broom, as cited by Soemirat and Ardianto (2015), PR is a management function that fosters mutual understanding through effective communication, acceptance, and collaboration between organizations and their audiences.

Organizing events is a common PR strategy, serving as a strategic tool to enhance an organization's reputation, engage its target audience, and convey key messages. In Indonesia, event-based initiatives have been widely used to support development programs, including women's empowerment. The Minister of Women's Empowerment and Child Protection, I Gusti Ayu Bintang Darmawati, emphasized that women are not only valuable assets but also key drivers of national development (Humas, 2021). This aligns with Trenggalek Regency's achievements, including the *Anugerah Parahita Ekapraya* award in 2021 and the *Bhakti Koperasi dan UMKM* award from the Ministry of Cooperatives and SMEs in 2022 (Trenggalek, 2022).

Trenggalek, located in East Java, has substantial potential for women's empowerment through local initiatives. One notable program is the Business Bootcamp *Perempuan Hebat Trenggalek Meroket*, a collaboration between the Trenggalek Government and the women's empowerment organization **Femalepreneur.ID** (2023). This program aims to equip women with knowledge, skills, and insights into business development while contributing to the local economy (Anwar, 2022). Held from August to December 2022, the event comprised three main activities: a three-day training session, followed by three months of mentoring and coaching.

Event assessments have been widely studied, with a focus on management, communication, and program effectiveness. Kusuma (2015) evaluated the "X" event organized by *Yayasan "Y"* using a mini audit communication approach. The findings revealed weaknesses in audience needs assessment and reliance on one-way communication, despite the event being well-received by the target audience. Tandy (2013) analyzed the Surabaya Fashion Parade and found that, while communication between organizers and participants was effective, unclear operational details hindered the event's efficiency. Eksanta (2009) analyzed a batik motif evening dress competition at Atrium City of Tomorrow and found that the event failed to meet the expectations of participants, organizers, and supporters, highlighting the need for improvements in both concept and execution.

Rahmat (2014) applied Joe Goldblatt's event theory to evaluate three special events at Lenmarc Mall. The findings revealed weaknesses in the research phase, which impacted the success of subsequent stages, although the overall objectives were met. In the same year, Rahmat's research also highlighted challenges related to varying event durations. Virganantie (2017) examined customer meetings at PT Jasa Marga Surabaya-Gempol and identified ineffective internal communication between management and the organizing team. Inconsistent scheduling further complicated event execution.

Purnomo (2018) evaluated the CSR Youth Entrepreneurship Academy (YEAH) program using a mini audit communication approach. The study identified challenges such as bureaucracy delays, insufficient committee training, and a lack of clear feedback indicators. Pamungkas et al. (2015) analyzed the Brand Ambassador strategy in Community-Based Tourism in Temanggung, highlighting the importance of integrating qualitative and quantitative approaches to assess program effectiveness. Harianto et al. (2018) examined the Employee Gathering at Lombok Epicentrum Mall and identified coordination issues and shortcomings in performance evaluation, which affected the program's impact on employees. Overall, these studies underscore the importance of effective coordination, thorough research, and clear communication in ensuring event success.

Building on these foundations, this study evaluates the Business Bootcamp *Perempuan Hebat Trenggalek Meroket* event using a mini audit communication approach. This method aims to identify weaknesses, document workflows, and provide feedback to support future improvements (Hardjana 2014). This research extends beyond technical evaluations or one-way communication, examining the role of strategic communication in advancing women's empowerment in Trenggalek.

This study differs from previous research by incorporating not only technical and communication aspects but also management and feedback within the framework of women's empowerment. The evaluation of the Business Bootcamp *Perempuan Hebat Trenggalek Meroket* is expected to contribute to event evaluation literature, particularly within the context of community empowerment. The findings may also serve as a reference for developing more effective and sustainable models for evaluating community-based events.

This study is based on several relevant theories. One of them is marketing communication theory. Marketing communication aims to deliver messages to the target audience to build awareness, generate interest, and encourage action. In the context of events, marketing communication creates a positive image and attracts the attention of the relevant audience. Kotler and Keller (2016) emphasize the importance of integrated communication strategies to craft consistent and effective messages through traditional and digital media. This theory evaluates the effectiveness of communication carried out by the organizers of the Business Bootcamp *Perempuan Hebat Trenggalek Meroket*.

Public relations (PR) theory also forms the foundation of this study. PR focuses on building and maintaining harmonious relationships between organizations and their public. According to Johnston (2020), PR success depends on a mutually beneficial two-way dialogue between the organizers and the audience. In this event, the PR approach includes external communication to attract participants and internal communication between the organizing committee and other stakeholders. This evaluation helps assess how well strategic communication supports the empowerment goals of the program.

This study employs the mini-communication audit approach, introduced by Hardjana (2000, 2014). This audit is a tool for assessing the overall effectiveness of an organization's communication. The approach involves collecting data on how messages are delivered, received, and understood by the audience. The mini communication audit is used to evaluate the program's implementation, identify communication challenges, and provide data-driven recommendations for future improvements.

Event management theory developed by Joe Goldblatt is also applied. This theory identifies five key stages in event management: research, design, planning, coordination, and evaluation. The success of an event depends on the organizers' ability to carry out each stage systematically. This study evaluates the application of event management principles in the Business Bootcamp *Perempuan Hebat Trenggalek Meroket*, focusing on the impact of the program on the empowerment of participants.

Additionally, theories related to MSMEs and women's empowerment play an important role in this study. MSMEs have a significant role in economic development, especially in regions like Trenggalek. According to Pramana et al. (2022), empowering women in the MSME sector not only enhances economic independence but also strengthens women's roles in society. This study examines how the Business Bootcamp supports the development of MSMEs and empowers women through training, capacity building, and strengthening business networks. Women's empowerment theory helps understand the social, economic, and psychological impacts of this program.

By integrating these theories, this study provides a comprehensive analysis of the implementation and impact of the Business Bootcamp *Perempuan Hebat Trenggalek Meroket*. The evaluation not only assesses the technical success of the program but also highlights its relevance in supporting women's empowerment and the sustainable development of MSMEs.

2. Method

This study uses a qualitative approach to evaluate the implementation of the Business Bootcamp *Perempuan Hebat Trenggalek Meroket*, aiming to gain a deeper understanding of the phenomenon without statistical analysis (Sugiyono 2017, 2022). The focus includes management, organization, communication, and feedback, offering recommendations for improvement to the organizers. The research was conducted from October to December 2023 in Trenggalek and Jakarta.

Data collection involved in-depth interviews, participatory observation, and document analysis. Seven key informants were selected using purposive sampling (Kusumastuti and Khoiron 2019), including organizers, policymakers, evaluation teams, and participants. Informants like Mario Devan shared insights on the creative process, while M. Gunawan Widiyanto discussed human resource management. From the government side, Bapak Edy Supriyanto explained the local involvement, and participants like Luthvia, Citra, and Disinta provided post-event feedback.

Participatory observation was conducted to understand the event dynamics, while document analysis included event reports, promotional materials, and survey data. Secondary data consisted of literature, archives, and official documents, such as the Trenggalek Regency profile and event evaluation reports.

Data analysis followed Bryman's interactive model (Clark et al. 2021), which involved data reduction, data presentation, and drawing conclusions. The mini audit communication method (Hardjana 2014) was used to evaluate management, organization, communication, and feedback. This analysis identified weaknesses in implementation, documented workflows, and provided an overall evaluation of the program. The five event management stages from Joe Goldblatt—research, design, planning, coordination, and evaluation—were applied to assess the event's effectiveness, from stakeholder identification to goal achievement.

Data validity was ensured through triangulation, comparing information from interviews, observations, and documents (Moleong 2019). Verified documents included the organizer's reports, government documents, and participant feedback. This approach not only evaluated technical aspects but also identified areas for improvement in management and strategic communication, supporting the sustainability of similar programs in the future.

3. Results and Discussion

Event Profile and Implementation

The Business Bootcamp *Perempuan Hebat Trenggalek Meroket* is an initiative by the Trenggalek Regency Government aimed at developing female entrepreneurs in 152 villages across 14 districts. Organized by **Femalepreneur.id**, this program focuses on empowering women through intensive entrepreneurship training and mentoring, with the goal of creating UMKM Champions who can inspire other entrepreneurs.



Figure 1 : Documentation of the Business Bootcamp Perempuan Hebat Trenggalek Meroket

The program consists of three main stages: training, mentoring, and coaching. The training lasts for three days, eight hours per day, and covers 12 entrepreneurship toolkits. Topics include business mindset, business analysis, branding, digital marketing, and customer management. Participants are encouraged to apply what they have learned to their businesses right away.

After the training, participants engage in regular mentoring sessions. These take place through WhatsApp groups, voice chats on Telegram, and weekly face-to-face meetings. This process helps participants work on worksheets and practice the training material. The final stage is coaching for selected participants who have shown significant progress. These sessions offer exclusive guidance from mentors to help optimize the participants' potential. Each batch selects 10 UMKM Champions who receive personal coaching to accelerate their business development.

The program runs for three months per batch, from August 2022 to March 2023. It combines theory and practice through continuous training. The main venue is Gedung Bhawarasa, with other events held in various locations across the districts.

The program is open to women from all backgrounds, with no restrictions on religion, education, culture, or social status. Priority is given to vulnerable women, such as former migrant workers, people with disabilities, and victims of violence. Male participants are limited to 20% of the total number of participants. With the support of experienced mentors, the program aims to help women become successful entrepreneurs and compete in the digital market.

Mini Communication Audit Results

The Mini Communication Audit of the Business Bootcamp *Perempuan Hebat Trenggalek Meroket* event highlights the significant impact it has had on empowering women in Trenggalek Regency. This initiative enhances social, economic, and political aspects while supporting the strategic agenda of the local government. The organizers designed this event as an organizational event, emphasizing event impacts, and classified it as an educational event. Through intensive training, the program provided practical education to develop competitive, digitally-based women entrepreneurs.

Researchers analyzed four key aspects in this audit: management, organization, communication, and feedback, applying Joe Goldblatt's event management theory. This analysis identified strengths, weaknesses, and opportunities for improvement, helping the organizers craft more effective strategies for similar events in the future.

Evaluation of Management Aspects

Event management involves a complex process with five main stages: research, design, planning, coordination, and evaluation. These stages are interconnected to ensure the event's goals are achieved. The Business Bootcamp: *Perempuan Hebat Trenggalek Meroket* is an example of event management implementation that encompasses all five stages.

The research stage serves as the initial step that sets the direction of the event. The research applied the 5W approach, addressing why, who, when, where, and what. Findings revealed that the main reason for organizing this bootcamp was the high poverty rate in Trenggalek in 2020. The Trenggalek Regency Government aimed to enhance women's self-reliance as a strategy for economic recovery. Interviews with the Regional Secretary highlighted that the program was inspired by the Regent's concern over women's lack of independence.

In-depth research also determined the participants and stakeholders involved. The target participants were vulnerable women, such as former migrant workers, individuals with disabilities, and survivors of violence. Participants were aged 18–39 with at least three months of entrepreneurial experience or involvement in family businesses. A Focus Group Discussion (FGD) held in Banten provided valuable data on the specific needs of women-owned micro, small, and medium enterprises (MSMEs) in Trenggalek. These findings formed the basis for designing training materials that were both relevant and locally contextualized.

The design stage fostered creativity to develop the theme and visual elements of the event. The theme, *Perempuan Hebat Trenggalek Meroket*, was chosen through discussions with the Regent. The word “meroket” symbolizes economic progress, individual creativity, and the preservation of Trenggalek's ecosystem. Creativity extended beyond seminar kits, plaques, and jackets to the event execution itself (see Figure 2). Interactive activities, such as chants and competitions, were designed to boost participant engagement.



Figure 2 : Creative assets documentation of the Business Bootcam

Planning required particular attention due to its detailed scope. The local government and event organizers held regular meetings to ensure each step aligned with the broader vision of creating 5,000 digitally literate women entrepreneurs. The bootcamp was conducted in 19 batches from May to December 2022, covering 14 districts. Each batch included three phases: an intensive three-day training session, three months of mentoring via WhatsApp, and one month of coaching via Zoom. Detailed planning ensured that every stage proceeded according to schedule.

Coordination represented the implementation of all prior plans. This stage relied on effective communication through face-to-face meetings and digital platforms like WhatsApp. However, some villages faced difficulties registering participants, resulting in unmet participant quotas in certain areas. This highlighted the need to improve program outreach, ensuring village representatives understand the importance of their involvement. Despite these challenges, internal coordination between the local government and the event organizers was relatively smooth.

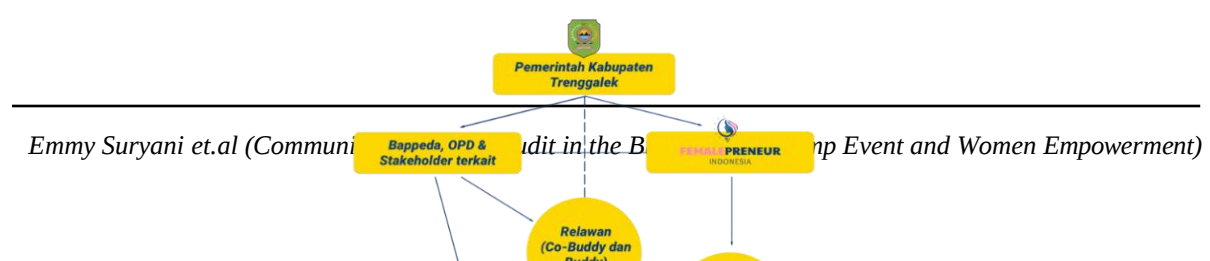
Evaluation, as the final stage, assessed the event's success against its objectives. From the participants' perspective, satisfaction levels were high. They reported that the training materials and mentoring sessions were highly beneficial. From the government's standpoint, the event's impact was evident in the region's economic growth and increased female workforce participation. Data from the Central Statistics Agency showed Trenggalek's economic growth rising from 4.52% in 2022 to 4.92% in 2023. The open unemployment rate dropped, while women's labor force participation significantly increased.

However, internal evaluation between the local government and the event organizers lacked thoroughness. Some critical aspects of the event may have been overlooked. A more comprehensive evaluation is necessary to enhance the quality of future events. Closer collaboration between the government and organizers will help create more effective and impactful events.

Overall, the bootcamp's management was commendable. Well-executed research, design, and planning laid a solid foundation for the event's success. Challenges in coordination and evaluation indicate areas for improvement. The success of this program can serve as a model for similar initiatives in the future. With improved outreach and evaluation, the positive impact of this event will become even more significant for the people of Trenggalek.

Evaluation of the Organizational Aspect

The evaluation of the organizational aspects of the *Perempuan Hebat Trenggalek Meroket* Business Bootcamp highlights the importance of work procedures, implementation systems, and human resources. This study uses the mini-communication audit theory to identify strengths and weaknesses in the program's execution.



Work procedures with stakeholders are well-structured, as illustrated in Figure 3. The Trenggalek Regency Government collaborated with the event organizer to develop guidelines outlined in a technical manual. This manual serves as the primary reference for all involved parties, including Bappeda, Femalepreneur Indonesia, mentors, and volunteers. The government establishes policies and monitors the program, while Bappeda manages the budget. Femalepreneur Indonesia provides mentors, curriculum, and progress reports. Volunteers handle technical tasks such as participant recruitment and mentoring.

Coordination has been effective overall, although direct communication with village representatives still needs improvement to maximize outreach.

The event organizer also prepared a Term of Reference (TOR) to define the roles and responsibilities of participants, mentors, and committee members. This document clarifies the duties of each team member, such as the Project Manager, Community Officer, and Mentor. The TOR serves as an informative guide that enhances efficiency. Good documentation ensures smooth coordination within the team, though field execution could be improved, especially in adapting to dynamic situations.

The program's implementation system has shown success in several areas but also faces challenges. The activities are guided by a technical manual and a structured schedule. Training, mentoring, and coaching are conducted with intensive coordination among organizers. However, communication with district and village-level stakeholders has been less effective. Online outreach via Zoom did not fully meet the needs of some villages, which prefer in-person meetings. This limitation has impacted on-ground preparedness. Nevertheless, the organizers' effort to hold direct meetings with village heads before the program began successfully bridged some information gaps.

Human resources play a vital role in the program's success. The organizers involved professional staff and local volunteers. The recruitment of 20 young individuals from Trenggalek as activity companions or "buddies" reflects a commitment to local empowerment. Full support from the Regent of Trenggalek further strengthened the synergy between the local government and organizers. The involvement of experienced local staff also enhanced a sense of ownership for the program while fostering community engagement.

The well-structured organization and close collaboration between the government, Femalepreneur Indonesia, and other relevant agencies provide a solid foundation for the program's success. Effective communication processes, including coordination with Kominfo for promotion, have been key to the program's achievements. However, challenges in implementing

systems at the district and village levels remain. Insufficient initial outreach needs to be addressed, although mitigation measures, such as direct meetings, have helped resolve some of these issues.

This program offers valuable lessons about the importance of clear communication, structured procedures, and leveraging local resources. Its success can serve as a model for similar programs in the future, with improvements in coordination and outreach to ensure even greater impact.

Evaluation of the Communication Aspect

Communication plays a strategic role in the success of the *Perempuan Hebat* Bootcamp program in Trenggalek Regency. The evaluation highlights internal and external communication, as well as verbal and written interactions, each contributing to the program's overall execution while presenting specific challenges.

Internal communication involved organizers, the local government, and the implementation team. Regular communication ensured all parties understood their roles. For example, the Project Manager worked closely with the Community Officer and Buddy to clarify tasks. Tools like WhatsApp, phone calls, and Zoom meetings supported this coordination. This clear communication structure allowed for effective collaboration, which improved the program's execution. However, communication between the organizers and local village officials faced challenges. Limited outreach led to initial resistance at the village level. Previous unsuccessful programs added skepticism, making it harder to build trust. Letters as the primary medium created a perception of intervention, requiring more intensive efforts to foster understanding.

External communication strategies effectively shared information with participants and the public. Organizers set up WhatsApp groups three days before the event. These groups remained active throughout the program to ensure continuous engagement. Participants appreciated the admin's responsiveness and clarity in delivering information. Promotion efforts included support from the Trenggalek Regency Government, which used official social media accounts, including those of the Regent and Kominfo, to publicize the event (see Figure 4). The organizers complemented this by leveraging Instagram (@femalepreneur.id and @bootcamptrenggalek) and YouTube for broader outreach.

Despite the overall effectiveness, external communication had limitations in showcasing the program's impact. Post-event publications lacked depth, even though videos documenting the activities were shared on social media. Collaborating with Kominfo to issue press releases to local media could enhance the program's reputation. Such efforts would not only extend its positive image but also position it as a model for other regions.



Figure 4 : Screenshot of public news coverage from the Trenggalek Regency Government

Verbal communication significantly supported the program, especially during initial planning. Meetings between the Trenggalek Government and organizers established clear strategies. As pandemic restrictions eased, verbal interactions intensified among the organizing team, mentors, and buddies. The Project Manager also met directly with village heads and their teams to explain the program. During the three-day face-to-face sessions for each batch, verbal communication helped participants build closer connections and deepen their understanding.

Written communication also played a vital role in the program's success. A technical manual, co-developed by the local government and organizers, provided a comprehensive guide. This document ensured that activities were well-organized and aligned with program goals. The organizers also distributed a detailed Terms of Reference (TOR) to participants and mentors. The TOR clarified each party's roles and responsibilities, facilitating smoother program execution. WhatsApp served as the main written communication channel during online mentoring. Admins actively shared information, motivated participants, and mediated between mentors and mentees. Participants found the quick responses and two-way interactions highly effective.

Overall, the communication strategies used in the *Perempuan Hebat* Bootcamp program contributed significantly to its success. However, gaps remain in deeper engagement with village representatives and in post-event impact reporting. Addressing these weaknesses will strengthen communication as a cornerstone for similar programs in the future.

Evaluation of the Feedback Aspect

Evaluation of feedback is a crucial step in measuring the effectiveness of a program. Participant feedback serves as the primary indicator of whether the program's goals have been achieved while also providing valuable insights for future improvements. In Trenggalek Regency, feedback was gathered through online surveys, direct interviews, and questionnaires designed to capture participants' perspectives from various angles.

A survey using Google Forms was completed by over 1,400 participants after in-person sessions. Most participants provided positive responses, indicating that the program successfully influenced their mindset. Many reported increased confidence and motivation in managing their businesses. These findings highlight the psychological and emotional impact of the training on the participants.

Post-coaching feedback revealed similarly positive results. Many participants stated that the coaching sessions provided a platform to share their challenges in running a business. They felt supported and heard, strengthening their emotional connection with the organizers. Interviews with 98 participants who underwent training, mentoring, and coaching over three months revealed a 123% increase in business revenue. Monthly economic turnover rose from IDR 226 million to IDR 503 million.

Questionnaires distributed to 30 selected participants showed that 43% strongly agreed, and 53% agreed that the program met or exceeded their expectations. Meanwhile, 3% provided negative feedback, which remains an essential input for improving future programs. Most participants shared a positive impression of the overall experience, reflecting the organizers' success in creating a memorable program.

The evaluation highlighted significant changes in the participants' attitudes, knowledge, and behavior in managing their businesses. A total of 67% of participants strongly agreed that the program positively influenced their understanding and actions in business, while 33% agreed.

These findings align with the Educational Event theory, which emphasizes the importance of training in improving participants' skills.

Motivation increased in areas such as business management, marketing, and branding. Half of the participants strongly agreed that the training encouraged them to adopt new practices, while the other half agreed. This aligns with the empowerment theory, which underscores the importance of support in enabling individuals to improve their quality of life.

The program also enhanced participants' critical thinking skills. A total of 47% strongly agreed that the program encouraged them to think more critically about business challenges, while 43% agreed. The program's environment effectively encouraged participants to evaluate and analyze their business situations more deeply.

The relevance of the learning materials was another key factor in the program's success. A total of 27% of participants strongly agreed that the topics covered were relevant and applicable to their daily lives, while 60% agreed. This shows that the training content met participants' needs and provided actionable insights for their businesses.

Social interactions among participants also significantly contributed to their understanding. A total of 33% strongly agreed that these interactions helped them better grasp the discussed topics, while 63% agreed. This highlights the importance of participant relationships in enhancing the effectiveness of the learning process.

Support from the organizers, both during and after the program, received high praise. A total of 33% of participants strongly agreed that they received sufficient support to apply the knowledge they gained, while 57% agreed. This approach aligns with the Goldblatt Event Management Model, which emphasizes the importance of evaluation and post-event follow-ups.

Participants also reported increased motivation to develop their skills and businesses. A total of 57% strongly agreed that the program motivated them, while 43% agreed. The program served not only as a platform for knowledge transfer but also as a catalyst for personal development and women's empowerment in Trenggalek.

A total of 33% of participants strongly agreed that they had begun implementing the lessons learned in their businesses, while 67% agreed. The absence of negative responses indicates that the program consistently provided positive outcomes. This supports the Educational Event theory, which highlights the importance of practical and actionable knowledge.

Overall, the program significantly improved participants' knowledge, skills, and attitudes. Beyond benefiting individuals, the program also contributed to local economic growth, particularly in the MSME sector. This evaluation offers valuable insights for organizers to design similar programs in the future while addressing areas that require improvement.

4. Conclusion

Based on the evaluation of the Business Bootcamp *Perempuan Hebat Trenggalek Meroket* event through a Mini Communication Audit, the researcher has drawn several key conclusions. The evaluation of the management aspect highlights the program's success in achieving most of its objectives. However, weaknesses were identified in coordination and evaluation. The Trenggalek Regency Government did not coordinate effectively with village heads. Villages required more frequent socialization and more intensive coordination. Additionally, a comprehensive evaluation between the event organizer and the regency government had not been conducted.

In the organizational aspect, the program demonstrated success closely tied to effective collaboration and a solid organizational structure. The program managed to create strong cooperation and implement its organizational structure efficiently. The communication aspect evaluation revealed that internal communication with stakeholders and external communication with participants went well. However, weaknesses were found in the communication between the regency government and the villages, which remained one-directional. In external communication, the program's impact lacked extensive media coverage, leading some parties to perceive the event as less relevant to empowerment objectives.

Regarding feedback, the program achieved significant positive outcomes. Participant satisfaction reached 9.6 out of 10 based on Google form results. The program also successfully increased participants' revenues by 123%. Furthermore, 87% of participants reported changes in their attitudes, applying the lessons learned from the program to their daily activities as entrepreneurs. This highlights the program's substantial impact on business development and entrepreneurship.

Overall, the Business Bootcamp *Perempuan Hebat Trenggalek Meroket* event successfully implemented its women's empowerment program. Evaluations of management, organization, communication, and participant feedback showed significant achievements. This event can be considered a successful initiative in supporting business and entrepreneurial development among women in Trenggalek Regency.

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