

# Women Empowerment and Livelihood Marketability and Sustainability Pathways to Progress: A Discourse Analysis

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**Abstract** - This study explored the experiences of the *Bayuyan* KALUPI women in Barangay Bayuyan, President Roxas, Capiz, emphasizing their women empowerment and livelihood marketability and sustainability. It aimed to examine the challenges, experiences, and approaches of the women in sustaining and marketing their livelihood activities, as well as develop strategies through a Strengths, Weaknesses, Opportunities, and Threats analysis. The study employed a qualitative research design using discourse analysis grounded in a transformative worldview. Data were gathered through focus group discussions with sixteen purposefully selected registered members and officers of the *Bayuyan* KALUPI Association. Transcriptions were coded and analyzed to identify patterns in language, meanings, and shared experiences. Findings revealed that the *Bayuyan* KALUPI women demonstrated resilience, cooperation, and adaptability in sustaining their livelihood despite constraints such as limited resources, production instability, and market challenges. To address these, the association employed strategies including product diversification, resource-based innovation, and community-based selling practices that reinforced livelihood marketability and sustainability. Institutional support, capacity-building programs, and the utilization of locally available resources further strengthened their initiatives. The findings highlighted empowerment, collective action, and adaptive strategies as critical elements in sustaining livelihood marketability and sustainability. The study concluded that organizational discipline, cooperative practices, and external reinforcement were essential in overcoming structural and market barriers. By integrating empowerment frameworks with participatory development, the *Bayuyan* KALUPI Association provided valuable insights into sustaining women-led livelihood projects. These findings contributed to policy and practice by underscoring the importance of resilience, inclusivity, and adaptive strategies in advancing sustainable community-based selling.

**Keywords** - *Bayuyan* KALUPI Association, livelihood, marketability, sustainability, women empowerment

## I. INTRODUCTION

Situated at the edge of President Roxas in Capiz, Barangay Bayuyan is a rural community deeply rooted in agriculture, where farming remains the primary livelihood of families. To diversify income, the *Bayuyan* KALUPI Association engages in egg production, offering women additional economic opportunities. Officially registered with DOLE in 2023, the association embodies women's empowerment by supporting underemployed residents. Literature emphasizes that empowering women in small businesses fosters gender equality, economic progress, and community development (Department of Labor and Employment Region VI & LGU-Barangay Bayuyan, 2023; Clarido, 2023). Yet, barriers such as limited access to finance, restricted training, and persistent gender biases continue to impede sustainability. Yunis et al. (2020) highlight how gendered norms marginalize women, particularly those from lower socioeconomic classes, while OECD (2025) underscores systemic barriers faced by Southeast Asian women entrepreneurs, especially in rural areas. Studies such as Trinidad (2023) and Montalbo et al. (2021) further demonstrate that community-driven development and extension programs can nurture empowerment, self-worth, and accountability, though empowerment may also be constrained by governance and resource limitations.

Despite progress, research revealed gaps in examining empowerment within localized associations that integrate livelihood marketability and sustainability. Clarido (2023) notes that KALUPI Associations in Iligan and Cagayan de Oro rely heavily on government support and member participation, while Gyimah et al. (2024) identify inadequate extension services tailored for women, including a lack of female extensionists and training opportunities. Stacey et al. (2019) emphasize that interventions such as government schemes and networking

remain underexplored in terms of their long-term impact on sustainability. Philippine studies have documented women's roles in livelihood and empowerment across various provinces, yet community-based associations in Capiz, particularly Bayuyan, remain underexamined. Addressing this gap, the present study employs qualitative discourse analysis guided by Oxfam's (2021) women's economic empowerment theory of change, de Beauvoir's (1949) feminist theory, and Bourdieu's (1986) social capital theory. By centering women's narratives, the research explores how empowerment is articulated and sustained within the *Bayuyan* KALIPI Association, examining challenges, experiences, and strategies that reinforce livelihood marketability and sustainability in a rural agricultural context.

## II. METHODOLOGY

The study employed a qualitative discourse analysis design grounded in a transformative worldview to explore how the *Bayuyan* KALIPI Association in Barangay Bayuyan, President Roxas, Capiz, advances women's empowerment, livelihood marketability, and sustainability. Qualitative research explores and understands participants' experiences, meanings, and social realities through non-numerical and interpretive forms of data, enabling deeper insights into marginalized perspectives and contexts (Mertens, 2016). Qualitative research is a powerful tool for fostering equity, inclusion, and justice-centered practice, particularly when examining marginalized communities (CohenMiller, 2023). Moreover, rooted in the belief that reality is socially constructed through language and interaction, the transformative worldview enabled the researchers to understand their experiences with women's empowerment through livelihood, marketability, and sustainability (Lincoln & Guba, 2016). Discourse analysis, as conceptualized by Jaworski and Coupland (2006), was utilized for its capacity to uncover how language both reflects and shapes social identities, power relations, and institutional practices. This approach was particularly suited to the study's aim of understanding how *Bayuyan* KALIPI women narrated their experiences, negotiated their roles as women entrepreneurs, and constructed meaning around empowerment, livelihood, marketability, and sustainability. Data were gathered through semi-structured focus group discussion (FGD) interviews. Moreover, these acquired transcripts were examined for their discursive structures and how language was used to legitimize practices and assert agency. Alongside discourse analysis, the study employed SWOT analysis as a complementary strategic framework to systematically identify the strengths, weaknesses, opportunities, and threats of the empowerment and livelihood marketability and sustainability of the *Bayuyan* KALIPI Association. The SWOT framework served as a structured lens for evaluating organizational strategies (Kotler & Armstrong, 2018). This dual approach allowed the researchers to capture the depth of women's voices while also situating their narratives within practical frameworks for women's empowerment, resilience, and sustainable community development in Capiz. The analysis narrated recurring themes, metaphors, and rhetorical strategies that explore how women's empowerment, livelihood marketability, and sustainability are framed, contested, and enacted within the association. Ultimately, this methodological approach illuminated how discourse functions not merely as a reflection of experience but as a dynamic force that aims to empower women to shape their realities, preserve knowledge, and navigate the evolving demands of local and global markets. The findings underscored that in the context of KALIPI, empowerment was not only spoken but was performed, embodied, and sustained through collective voice and strategic storytelling.

## III. RESULTS

### Challenges Faced by the *Bayuyan* KALIPI Women

The challenges faced by the *Bayuyan* KALIPI women revealed how livelihood marketability and sustainability is continuously negotiated through sacrifice, cooperation, and adaptation. Production challenges were among the most pressing, with women enduring discomfort, weather-related stress, livestock mortality, and shortages. These difficulties highlighted the need for resilience, livestock renewal, and adaptation, as production was often unstable and vulnerable to environmental conditions. Financial strain and delayed returns in the early stages further underscored the sacrifices required, with women sustaining the livelihood through collective effort, problem-solving, and persistence. Alongside production, product quality issues also emerged as critical, as spoilage, cracks, and unsold eggs directly affected credibility, sales, and income stability. Quality was understood not only as a technical matter but also as a social and economic concern tied to customer trust. Efforts to diversify into salted eggs and leche flan reflected persistence and creativity, though experimentation revealed gaps in technical knowledge and the need for continuous improvement. Market competition and pricing added further pressure, as buyers prioritized affordability and value, often choosing cheaper or larger eggs from competitors. This revealed the vulnerability of small-scale initiatives in saturated markets and emphasized the need to move beyond price-based competition by strengthening product differentiation, branding, and customer engagement. At the same

time, the association’s internal arrangement was constructed as a system of unity and accountability. Punctuality and time management were treated as shared obligations, while cooperation was emphasized as a moral necessity for success. The *Bayuyan KALIPI* women’s narratives demonstrated that livelihood sustainability was not a straightforward path but a continuous negotiation of sacrifice, resilience, quality assurance, adaptation to competition, and strong internal organization. Empowerment is embedded in their determination to confront structural and market vulnerabilities while sustaining solidarity and innovation.

*Table 1. Challenges Faced by Bayuyan KALIPI women*

Major Discourse Theme	Discourse Emerging Themes	Discourse Meanings and Language	Participants
<b>Production Challenges</b>	Women’s sacrifice is framed as endurance for collective welfare	<p>“<i>Grabe nga pagsakripisyo</i>” (intensity of sacrifice and firm commitment to keep the livelihood sustained).</p> <p>“<i>para sa ikaayo sang amon asosasyon</i>” (personal discomfort as secondary to collective welfare).</p>	W16
	Women’s uncertainty and emphatic expressions of decline and loss	<p>“<i>guro sa stress</i>” (doubt and uncertainty in identifying causes of reduced production, indicating lack of knowledge rather than formal technical understanding).</p> <p>The drop to “<i>2–3 trays nalang</i>” (clear decline in productivity).</p> <p>The repeated expression “<i>gakapatay gid sila ya</i>” conveys emotional distress linked to livestock loss.</p>	W5, W6
	Women’s urgent expressions of expansion and stability	<p>“<i>Dapat gha, dugangan amon manok</i>” (with hand gestures and a forward-leaning posture that reflects urgency and desire to address supply shortages).</p>	W6
	Women’s practical agreement framed as care and burden	<p>“<i>gatigulang ang manok, kinanglan bag-uhon</i>” (awareness of declining productivity over time).</p> <p>The collective agreement through “<i>islan ang manok</i>” (while nodding) indicates shared understanding.</p>	W16, W2, W15
	Women’s anxious expressions of uncertainty and hope	<p>“<i>wala pa sang income</i>” (establishes early instability).</p> <p>“<i>daw ma-give up</i>” (emotional and psychological strain with a trembling voice and self-comfort gestures indicating emotional burden).</p>	W1, W6
	Women’s resilient solidarity in collective coping	<p>“<i>Ginface namon ang challenges</i>” (resilience).</p> <p>“<i>nagaresearch kami sa Facebook kag Google</i>” (adaptive learning strategies).</p>	W1
	<b>Product Quality Issues</b>	Women’s loss and constraint in product quality	<p>“<i>bugok nga egg</i>” (introduces spoilage as a serious concern).</p> <p>“<i>may mga litik</i>” (highlights cracked eggs as defects that affect customer acceptance).</p> <p>“<i>indi mapaubos</i>” (unsold products, reflecting economic loss and inefficiency).</p>
Women’s adaptive creativity as empowerment		<p>“<i>Nagstruggle sa pagcolor sang salted egg... ginsunod namon sa Youtube</i>” (reliance on online learning and trial-and-error).</p> <p>“<i>indi gid sa ya magkapit</i>” (gap between online knowledge and real-world application, suggesting</p>	W5

limited technical training).

Women's resilient risk as an innovation pathway      *"indi maperfect... naghalo kami sang gulaman"*      W1  
 (product development remains in progress and requires continuous adjustment).

<b>Market Competition and Pricing</b>	Women's pressured voices of strained motivation	<i>"may gasulod di abi ya... as in lower gid"</i> (entry of competitors selling at cheaper prices, indicating that the livelihood now operates within a broader and more competitive marketplace).  Shared nodding signals collective recognition of the issue.	W1
	Women's recognizing the voices of customer awareness	<i>"If mas barato ila presyo, didto gabakal ang mga tawo"</i> (strong awareness of customer price sensitivity).  <i>"Mabakal ang customer kung diin mas dako"</i> (buyers constantly seek better value).	W16, W11
	Women's embodied recognition of competitive pressure	Concerned expressions and synchronized nodding reflect shared anxiety about declining sales and uncertain income. <i>"may amoy magbaligya"</i> while wrinkling the nose (product appeal further complicates competition).	W1
<b>Association's Internal Arrangement</b>	Women's accountability and direct leadership emphasis	<i>"indi sila mamati sa bahin sa baba sang iban"</i> (importance of receiving information directly from leadership rather than relying on secondhand sources).  Gestures directed toward other <i>Bayuyan KALIPI</i> women emphasize collective accountability and shared responsibility.	W6
	Women's serious commitment to punctuality, cooperation, and engagement	<i>"dapat ara gid sila on time... kinahanglan gid sang cooperation"</i> (punctuality as a form of commitment and respect for collective work).  <i>"Active lang tani ang mga miyembro"</i> (direct appeal for engagement).  Brief eye contact emphasizes accountability and seriousness.	W1, W3
	Women's serious embodiment of unity and collective responsibility	<i>"magkaisa"</i> is delivered with a serious expression (unity as a foundational value).  <i>"paghatag serbisyo"</i> (membership as active contribution rather than passive participation).	W13, W7
	Women's constructing success through serious appeals to cooperation	<i>"indi maging successful kung wala sang cooperation... buligay"</i> (teamwork as a requirement for success).	W8

Source: Data from the Participants

### Experiences of *Bayuyan* KALIPI women on Livelihood Initiatives and Activities

The experiences of the *Bayuyan* KALIPI women in their livelihood initiatives centered on affordability, competition, credit, social bonding, product quality, and collective responsibility. Affordability and pricing were understood as both economic and moral practices, with lower prices and accessible credit framed as solidarity and fairness. Market competition was expressed through product size and quality, with buyers preferring larger eggs and avoiding “*bugok*” or cracked ones, showing how credibility and consumer trust shaped sales. Reliance on credit within the association was seen as cooperative resilience, contrasting with exclusion from retail systems. Social bonding and empowerment emerged through gatherings, laughter, and participation in barangay events, which nurtured confidence, visibility, and solidarity. Empowerment was also articulated in gender terms, as women asserted capability “without men,” challenging traditional roles. Product and quality control highlighted responsibility and innovation, with trial-and-error practices like salted eggs and creative presentations at expos reframed as resilience and adaptability. Customer satisfaction was reinforced through loyal “*suki*” buyers and “*pasabay*” practices, showing that trust and referrals sustained demand beyond the community. Collaboration and collective responsibility were consistently emphasized, with unity, service, and mutual support framed as moral obligations. Informal knowledge-sharing through observation, recipes, humor, and experimentation strengthened adaptability and innovation. Women’s experiences revealed empowerment as embedded in affordability, relational trust, quality assurance, joyful solidarity, and collective responsibility, situating sustainability as both an economic and social achievement.

Table 2. Experiences of *Bayuyan* KALIPI women on Livelihood Initiatives and Activities

Major Discourse Theme	Discourse Emerging Themes	Discourse Meanings and Language	Participants
<b>Affordability and Pricing</b>	Women’s weighing gestures and tones of market credibility	<p>“<i>Sa size galantaw</i>” and “<i>Mabakal ang customer kung diin mas dako</i>” (highlighted consumer bias).</p> <p>“<i>Gamay nga mabug-at, dako nga mamag-an</i>” (illustrated embodied weighing gestures).</p> <p>“<i>Bulok</i>” and “<i>Bugok</i>” eggs (framed lapses in quality as threats).</p> <p>Gestures (hand movements, nods, head tilts) reinforced shared recognition of market pressures.</p>	W1, W6, W11, W12, W16
	Women’s hopeful tones as optimism, serious expressions as exclusion	<p>“<i>Makautang sa KALIPI...</i>” (delivered with a hopeful tone and upright posture embodied optimism).</p> <p>Collective affirmations (nods, smiles, raised hands, leaning gestures) signaled solidarity.</p> <p>“<i>Ang gadungka/retail indi ka kauta ng</i>” (marked exclusion, reinforced by head shake and serious expression. This contrast discursively positioned KALIPI as inclusive and moral).</p>	W6, W10
<b>Social Bonding and Empowerment</b>	Women’s laughter and sparkling eyes embody joy and solidarity	<p>“<i>Women get together – chika, improvement, planning</i>” and “<i>Nasadyahan, kay gatipon tipon</i>” (emphasized joy and collaboration).</p> <p>Expressive tones, laughter, animated gestures, and sparkling eyes embodied solidarity and belonging.</p>	W5, W6, W10, W16
	Women’s eager tones of pride and responsibility	<p>“<i>Ga-join sa Barangay (one call away pag may event)</i>” and “<i>Active ang KALIPI</i>” (emphasized eagerness and authority).</p> <p>Playful mimicry of hens laying eggs “<i>Gagun-a ang manok</i>” (reframed livelihood into humorous, communal performances).</p>	W3, W5, W6, W16

	Women's confident smiles and firm voices of independence and pride	"W/out men" (delivered with a confident smile, firm voice, and upright posture embodied independence, pride, and agency. This discursively marked empowerment as strength and solidarity.	W1
<b>Product and Quality Control</b>	Women's frowns and hand gestures for care and quality assurance	Frown and head shake embodied disappointment.  A hand gesture mimicking cracked shells emphasized fragility.  "Okay man ang delivery, sealed, satisfied ang customers", "Mahining" and "Manami ang dagko nga itlog" (emphasized reliability and presentation).	W1, W6, W7, W11, W16
	Women's playful tones and adaptive gestures for courage and creativity	"Indi magkapit ang color sang itlog sa salted egg" (reframed failure as humor).  "Ginsunod sa YouTube" (emphasized adaptation).  "Color ng egg is dinosaur, nagbakal duha ka basket" (innovation as resilience and creativity).	W1, W2, W5, W11, W12
	Women's warm smiles of loyalty and pride in customer trust	"May suki outside Bayuyan" with a warm smile (loyalty).  "Damo man customer sa sulod kag gwa" (abundance).  Proudly reported deliveries of 20 trays to Aklan.  Playful "Pasabay" (trust networks and reciprocity).	W1, W4, W6, W16
<b>Collaboration and Collective Responsibility</b>	Women's raised hands and nods embody unity and solidarity	"Pagkaisa" and "Isa ka grupo indi maging successful kung wala ang isa kag isa gabuligay" (shared responsibility).  Gestures such as raised hands, nods, and open palms reinforced conviction and solidarity.	W7, W8, W13
	Women's attentiveness and humor for growth and adaptability	"Nagbidor, ginlantaw pano mag-ubra" and "Need nila recipe, ang natun-an" (attentiveness and passing on knowledge).  "Leche flan egg kaso indi ma-perfect" (trial-and-error with humor).  "Nakabulig, mas damo na bal-an, salted egg, magbenta, explore" (expanded opportunities).	W1, W5, W6, W9
	Women's relaxed tones and gentle gestures for loyalty and resilience	"Pasabay" and "May suki outside Bayuyan" (reciprocity and credibility).  Relaxed tones and gentle gestures conveyed familiarity and loyalty beyond the immediate community.	W15, W16
<b>Personal and Family Impact</b>	Women's calm tones and gentle nods as stability and reassurance	Calm tone and gentle nod with "Wala apekto" (emphasized reassurance).  Animated gestures and affirming tones from others reinforced solidarity and sustainability.	W11
	Women's laughter and playful tones of resilience and solidarity	Playful shrug and joke "If mangayo ang fam, then wala egg" (reframed household consumption as humor).	W6

Women's laughter and refuge embody resilience and adaptability	Lively delivery embodied adaptability and bonding.	W1, W6
	Noted that the office could be used during a conflict with a husband, reframing it as a refuge.	
	Added it could accommodate tourists, extending its potential for resource generation.	
	Laughter and attentiveness embodied resilience and adaptability.	

Source: Data from the Participants

### Approaches of Bayuyan KALUPI women on the Livelihood Marketability and Sustainability

The experiences of the Bayuyan KALUPI women in their livelihood initiatives highlighted affordability, competition, credit, social bonding, product quality, and collective responsibility as central themes. Affordability and pricing were understood as both economic and moral practices, where lowering costs and providing accessible credit reinforced solidarity and fairness. Market competition was shaped by product size and quality, with buyers preferring larger eggs and avoiding “bugok” or cracked ones, showing how credibility and consumer trust influenced sales. Reliance on credit within the association was seen as cooperative resilience, contrasting with exclusion from retail systems, and positioning KALUPI as a moral and inclusive alternative. Social bonding and empowerment emerged through gatherings, laughter, and participation in barangay events, which nurtured confidence, visibility, and solidarity. Empowerment was also expressed in gender terms, as women asserted capability “without men,” challenging traditional roles and strengthening independence. Product and quality control emphasized responsibility and innovation, with trial-and-error practices like salted eggs and creative presentations reframed as resilience and adaptability. Customer satisfaction was reinforced through loyal “suki” buyers and “pasabay” practices, showing that trust and referrals sustained demand beyond the community. Finally, collaboration and collective responsibility were consistently emphasized, with unity, service, and mutual support framed as moral obligations. Informal knowledge-sharing through observation, recipes, humor, and experimentation strengthened adaptability and innovation. Overall, the women’s experiences revealed empowerment as embedded in affordability, relational trust, quality assurance, joyful solidarity, and collective responsibility, situating sustainability as both an economic and social achievement.

Table 3. Approaches of Bayuyan KALUPI women on the Livelihood Marketability and Sustainability

Major Discourse Theme	Discourse Emerging Themes	Discourse Meanings and Language	Participants
Internal Association Dynamics	Women’s collective responsibility through cooperative participation	“Kinahanglan gid sang cooperation.” (Cooperation is a requirement, not optional.)	W1, W8, W6, W12, W7
		“\Silence and nodding” (Shows agreement and shared understanding by KALUPI women).	All Bayuyan KALUPI women
		“ang isa ka grupo indi man maging successful kung wala man sing cooperation sa isa kag isa” (success depends on cooperation; without it, the group cannot function and succeed).	W8
	Women’s time management through normative language, justification, and role negotiation	“dapat ara gid sila tanan on time” (Reflects obligation, discipline, and acknowledgement of the importance of time).	W1, W8
		“May mga hilikoton man kami... may mga personal lives man bala,” (Acknowledging constraint).	W1
		serious tone and firm delivery ( <i>emphasizes importance of time discipline</i> ).	

<b>Relationship-Based Selling</b>	Women's trust-based selling through familiarity, comfort, and informal interaction	With a smiling face and open-hand gestures " <i>mga kakilala bala</i> " (Shows confidence and comfort).	All Bayuyan KALIPI women
	Women's flexible and embedded delivery practices	<i>Naga pang contact lang kami sang amon kilala</i> " <i>gina ulayhon lang namon</i> " (Shows adaptability and informal yet effective market engagement strategies).  With affirming nods and agreement (" <i>gapa utang man</i> ") – indicates shared practice.	W1
	Women's credit-based and community exchange framed in trust, agreement, and reciprocity	" <i>Pwede lang utang anay</i> " (credit-based trust); calm tone (signals confidence in relationship)  " <i>Next day bayad</i> " (indicates trust and mutual accountability).  ' <i>utang</i> ' – reflects trust and reciprocity in transactions.	W1, W2  W3, W1, W10
		Group laughter during discussion ( <i>reduces tension and reinforces shared understanding</i> )	
<b>Expansion and Institutional Support</b>	Women's institutional trust and collective dependence through expressions of gratitude	Calm and appreciative tone " <i>thankful man kami sa DOLE, Project AMOMA</i> " (shows trust in institutions).  " <i>huo, every month</i> " with collective affirmation – (validates shared experience).	W1  W6, W16
	Women's collective resource requesting through expressed needs and future-oriented thinking	Shift from calm tone into firm/assertive tone (when requesting) ( <i>marks transition from gratitude to agency</i> )  " <i>gusto namon</i> " in an assertive tone (reflects active agency. Direct expression of needs and shows awareness of available support).  " <i>Dugang na project</i> " (emphasis on expansion and growth).	W1, W2, W6, W16
	Women's infrastructure concerns and constraints through shared observational tone, and urgency expression	" <i>ga-daan naman... ga-gabok naman</i> " with a concerned expression (highlights urgency).  Group agreement (nodding, affirmations) – shows shared concern.	W16  All Bayuyan KALIPI women
<b>Skills Training</b>	Women frames training as empowerment through a desire for knowledge acquisition	Firm and straightforward tone (" <i>training</i> ") – reflects certainty.  " <i>Para dagdag sang kaalaman</i> " (knowledge is seen as empowerment).	W1 W16, W12, W2, W6
	Women's dependence on external training framed through expressions of expectation	Repetition of " <i>training</i> " (emphasizes importance).  " <i>Ga-hulat</i> " (indicates reliance on external providers).  Expectation-based language – training is seen as	W1, W6, W16

		externally provided.	
<b>Product and Resource-Based Innovation</b>	Women’s collective product quality management through shared acknowledgment	“ <i>gina-replace man namon</i> ” – (responsibility). Group affirmation “ <i>huo, may naga-baho</i> ” – (shared awareness of issues).	W1, W2, W4, W5 All Bayuyan KALIPI Women
	Women’s adaptive product preservation through reflective language, problem-solution framing, and adaptive thinking	Suggestive tone (“ <i>inang... bala</i> ”) ( <i>invites collaboration and group participation</i> ) Reflective tone “ <i>e ref bala sir para ma-preserve</i> ” “ <i>may mga litik kag basag</i> ” (awareness of improvement). “ <i>para ma-preserve</i> ” (Problem-solution pattern – immediate response to issues).	W1, W2 W1
	Women’s value-adding initiatives through suggestive language, collaborative idea sharing, and opportunity Framing	Suggestive tone with a smile (signals openness and creativity) “ <i>inang mga handicrafts bala...</i> ” (introduces idea for group consideration). Resource framing “ <i>damo kami diri kawayan</i> ” (Shows local materials as opportunities for innovation and added value). Group agreement during idea-sharing ( <i>collective validation of innovation strategies</i> )	W1, W2, W6 W16 W1, W2, W16

Source: Data from the Participants

### Insights and Pathways to Livelihood Marketability Sustainability as Perceived by the Bayuyan KALIPI Women

The insights of the Bayuyan KALIPI women on livelihood marketability and sustainability centered on trust-based marketing, collective resilience, diversification, institutional support, and empowerment through shared experiences. Trust-based selling and relational networks were understood as both economic and social practices, where community trust, credit, and customer relationships sustained market access despite limited reach and informal systems. Collective optimism and solidarity reflected resilience, emotional support, and shared identity within the association, showing that sustainability was nurtured through cooperation and positivity. Structural vulnerabilities such as rising costs, inflation, unstable production, and delayed financial returns highlighted the constant negotiation of sustainability amid economic pressures. Diversification, project expansion, and capacity-building were framed as pathways toward innovation, livelihood growth, and sustainability, with emphasis on technical knowledge, marketing skills, customer interaction, and entrepreneurial confidence. Institutional support and policy responsiveness were viewed as essential, with women expressing both gratitude and demands for continuous assistance and improvement. Empowerment was articulated through happiness, learning, gratitude, exposure, and collective belonging. Participation in the association strengthened confidence, socialization, knowledge acquisition, and emotional fulfillment, showing that sustainability extended beyond income generation to include solidarity, shared identity, and personal growth.

Table 4. Insights and Pathways to Livelihood Marketability and Sustainability

Major Discourse Theme	Discourse Emerging Themes	Discourse Meanings and Language	Participants
<b>Projected Trajectories of KALIPI Association</b>	Women’s united cooperation through collective language and tone	Pride and optimism (“ <i>gina aim</i> ”), cautious concern (“ <i>ga baligya... gapa utang</i> ”), embodied solidarity through smiles, nods, laughter, and serious tones signaling risks.	W1, W2, W6, W12, W16, and All Bayuyan KALIPI women
	Women’s Optimism and Solidarity as Emotional Anchors of Resilience		
	Women’s cautious concern		

over credit-based risks awareness

Women's sustainability through diversification and continuous training discourse interpretation

Women's embodied solidarity expressed in smiles, nods, laughter, and serious tones

<p><b>Policy Directions and Institutional Support for KALIPI Association</b></p>	<p>Women's gratitude with expectation for sustained support</p> <p>Women's call for desired capital and infrastructure renewal</p> <p>Women's creative diversification for sustainability discourse interpretation</p> <p>Women's demand for institutional responsiveness and collaboration discourse interpretation</p>	<p>Language of appreciation ("<i>Thankful sa agencies</i>")</p> <p>urgency ("<i>Additional chicken, additional financial</i>")</p> <p>frustration ("<i>wala progress</i>")</p> <p>creative proposals ("<i>Handicraft bags... materials nga gamiton is mais na dahon</i>").</p>	<p>W1, W11, W16 and All Bayuyan KALIPI women</p>
<p><b>Collective Insights from Women's Narratives</b></p>	<p>Women's multidimensional empowerment through joyful learning</p> <p>Women's gratitude rooted in belongingness and community identity</p> <p>Women's confidence through practical skills development Enhancement</p> <p>Women's holistic multidimensional empowerment through solidarity and growth</p>	<p>Repeated use of "<i>Nalipay</i>" (joyful) and "<i>damo nahibaloan</i>" (learned much), "<i>Salamat gid</i>"</p> <p>Tones of gratitude "<i>Satisfied gid ako</i>"</p> <p>sense of approval and contentment ("<i>Salamat gid</i>"), cheerful body language (smiles, laughter, clasped hands), and future-oriented expressions ("<i>damo pa gid tani matutunan</i>").</p>	<p>W1, W2, W4, W6, W7, W8, W9, W10, W11, W12, W13, W14, W15 and W16</p>

Source: Data from the Participants

### Strategies based on SWOT Analysis to Enhance Livelihood Marketability and Sustainability of the Bayuyan KALIPI Association

The following discussion presents the SWOT findings, outlining the strategic implications for enhancing the livelihood marketability and sustainability of the Bayuyan KALIPI Association.

#### Strengths

The Bayuyan KALIPI Association demonstrated strong internal strengths rooted in resilience, solidarity, and collective commitment. Despite various challenges, the Bayuyan KALIPI women sustained their livelihood activities through adaptability and persistence. Their strong unity, cooperation, and mutual support served as the foundation of the association's operations, where success was viewed as a collective achievement rather than an individual effort. The association also benefited from positive relationships with institutions such as the Department of Labor and Employment (DOLE) and projects like AMOMA, which provided monitoring, guidance, and assistance that strengthened their legitimacy and opened opportunities for further support and development. Additionally, the women's willingness to make shared sacrifices reflected their deep sense of

responsibility toward sustaining the association. From a market perspective, the affordability and accessibility of their products helped maintain a stable customer base and customer satisfaction within the community. Their trust-based selling practices further enhanced customer retention. Lastly, their openness to learning and adapting, particularly through social media platforms and informal knowledge sources, reflected their readiness to improve and evolve their livelihood practices.

**Weaknesses**

Despite these strengths, several limitations affected the *Bayuyan* KALUPI Association’s overall performance and sustainability. A major weakness was the lack of formal training and technical skills, particularly in poultry management, which limited productivity and the exploration of advanced livelihood strategies. The association also faced outdated infrastructure and equipment, including deteriorating poultry cages, inadequate facilities, and insufficient egg storage, all of which negatively affected production efficiency and sanitation. Product instability caused by environmental conditions, livestock mortality, and aging poultry further disrupted consistent egg production. Operational challenges involving odor, waste management, and sanitation concerns also affected product quality, customer perception, and working conditions. Consequently, spoilage, cracked eggs, and unsold inventory reduced potential income. Furthermore, inconsistent participation and communication gaps among members weakened coordination, cooperation, and collective action, creating inefficiencies in implementing livelihood activities and maintaining organizational cohesion.

**Opportunities**

Several opportunities were identified that could significantly strengthen the *Bayuyan* KALUPI Association’s livelihood marketability and sustainability. Product diversification and value-adding initiatives emerged as key opportunities, as the women expressed intentions to expand beyond raw egg selling through products such as salted eggs, leche flan, and handicrafts. These initiatives would allow them to transform existing resources into higher-value products and reduce dependence on egg sales alone. Potential market expansion, increasing customer demand, and branding development could further strengthen their market presence and reach. The strong need for capacity building and training also presented opportunities to improve technical knowledge, marketing skills, and productivity. In addition, policy support and institutional assistance could provide access to financial aid, infrastructure development, and improved operational practices. The adoption of climate-resilient strategies offered pathways to address environmental challenges, while the use of social media platforms such as Facebook and branding strategies could enhance product visibility and widen market reach.

**Threats**

The *Bayuyan* KALUPI Association also faced several external threats affecting its livelihood, marketability, and sustainability. Environmental and health risks related to waste management and sanitation posed dangers to both production and community health. Weather-related challenges, including extreme heat and heavy rainfall, contributed to livestock stress, mortality, and reduced productivity. Economic pressures such as rising feed costs, inflation, and increasing gasoline prices also raised production expenses and reduced profit margins. In terms of market competition, other sellers offering lower-priced products threatened customer demand, particularly due to the association’s informal pricing strategies. Moreover, financial instability and delayed returns during the early stages of livelihood activities discouraged sustained participation. Emotional strain and discouragement among members further affected motivation and long-term commitment, placing the sustainability of the *Bayuyan* KALUPI Association at risk.

*Table 6. Strategies based on SWOT Analysis to Enhance Livelihood Marketability and Sustainability of the Bayuyan KALUPI Association*

SWOT	Findings / Specific Details	Strategies
Strength	<p><b>S1:</b> Resilience in facing empowerment, livelihood marketability, and sustainability despite difficulties.</p> <p><b>S2:</b> Strong solidarity, optimism, and collective determination among <i>Bayuyan</i> KALUPI women.</p>	<p>S1 – T3: Use resilience to cope with rising costs (feeds, gasoline) by maintaining consistent production and adaptive budgeting.</p> <p>S2 – T6: Strengthen solidarity to address emotional strain and maintain motivation and group</p> <p>Resilience can be applied by implementing weekly cost tracking, adjusting feed allocation based on budget, and prioritizing sales to “<i>suki</i>” (regular buyers), for faster cash flow. This adaptive approach ensures sustainability and prevents financial instability despite economic pressures.</p> <p>Solidarity among <i>Bayuyan</i> KALUPI women can be strengthened to reduce emotional strain and sustain motivation. By conducting</p>

	<p><b>S3:</b> Positive relationship with institutions (DOLE, AMOMA, etc.).</p> <p><b>S4:</b> Commitment and shared sacrifices for collective positive benefit.</p> <p><b>S5:</b> Affordability and accessibility of products for customers.</p> <p><b>S6:</b> Willingness to learn and adapt through digital tools and informal knowledge sources.</p>	<p>cohesion.</p> <p>S3 – T1: Utilize institutional support to address environmental and sanitation risks through proper waste management systems.</p> <p>S4 – T5: Apply commitment and shared responsibility to sustain operations despite financial instability and delayed returns.</p> <p>S5 – T4: Maintain competitive advantage by offering affordable products to counter lower-priced competitors.</p> <p>S6 – T2: Use adaptability and a learning mindset to adjust practices in response to weather-related production challenges.</p>	<p>weekly meetings, assigning shared responsibilities, and using peer support to monitor inactive members to ensure long-term sustainability.</p> <p>Institutional support can be utilized to establish proper waste management systems that reduce environmental and sanitation risks. By collaborating with agencies like DA and other local government units, the <i>Bayuyan</i> KALIPI Association can provide better waste management training, install designated disposal areas, and assign cleaning schedules.</p> <p>Apply commitment and shared responsibility by ensuring members continue contributing time and resources even during financial instability. This collective effort sustains operations, balances delayed returns, and reinforces the long-term resilience of the livelihood project.</p> <p>Maintain competitive advantage by emphasizing affordability as a core strength to attract and retain customers. Offering reasonably priced products ensures accessibility while countering competitors with lower prices, keeping the market share stable.</p> <p>Use adaptability and a learning mindset to adjust poultry practices when facing weather-related challenges. By adjusting feeding schedules, improving poultry shelter, and monitoring livestock during extreme conditions, the <i>Bayuyan</i> KALIPI Association can sustain production despite environmental disruptions.</p>
Weaknesses	<p><b>W1:</b> Limited skills and formal training in poultry management.</p> <p><b>W2:</b> Outdated infrastructure, materials and equipment (poultry cages, flooring, storage).</p> <p><b>W3:</b> Production instability due to weather, mortality, and aging livestock.</p> <p><b>W4:</b> Poultry handling challenges (odor, sanitation, waste management).</p> <p><b>W5:</b> Product quality issues (spoilage, cracked shells, unsold products).</p> <p><b>W6:</b> Inconsistent participation and communication gaps</p>	<p>W1–O3: Limited skills in poultry management can be addressed through formal training and capacity-building programs.</p> <p>W2–O2: Outdated infrastructure can be upgraded to meet growing demand, allowing the group to expand markets and strengthen branding by showcasing improved facilities and reliable production.</p> <p>W3–O5: Production instability can be reduced by integrating climate-resilient strategies to protect livestock.</p>	<p>Limited skills in poultry management can be strengthened through structured training and capacity-building programs, particularly by attending technical seminars, applying feeding and disease-control techniques, and practicing improved production methods. These initiatives provide practical knowledge and confidence, enabling members to improve production efficiency and diversify products effectively.</p> <p>Upgrading outdated infrastructure ensures reliable production and meets rising customer demand and will be made possible by upgrading cages, flooring, and storage using institutional funding or community resources to ensure cleaner and reliable production. This supports market expansion while strengthening branding through improved facilities, which also enhances product quality and builds customer trust.</p> <p>Production instability can be reduced by integrating climate-resilient strategies that safeguard livestock against extreme weather. By adopting adaptive housing or shaded</p>

among *Bayuyan* KALIPI women.

W4–O4: Poultry handling challenges can be improved through policy-driven infrastructure and sanitation support.

W5–O1: Product quality issues can be minimized by diversifying into value-added goods like salted eggs and leche flan.

W6–O6: Communication gaps can be bridged by adopting cooperative digital platforms and social media tools.

poultry areas, improved feeding systems, and improving drainage systems, and regularly monitoring livestock health, the group can maintain steady output and minimize losses during environmental disruptions.

Poultry handling challenges can be addressed by leveraging policy-driven infrastructure upgrades and sanitation support. With stronger institutional backing, improved facilities, and hygiene systems by implementing waste segregation, regular cleaning schedules, and constructing proper disposal areas, this can ensure safer operations, reduce risks, and enhance overall productivity.

Product quality issues can be minimized by diversifying into value-added goods such as salted eggs and leche flan by converting unsold or damaged eggs into value-added products such as salted eggs and leche flan. These products not only enhance market appeal but also provide alternative revenue streams, ensuring stability and competitiveness even when fresh poultry output faces challenges.

Communication gaps can be bridged by adopting cooperative digital platforms and social media tools. These channels, such as by creating group chats for daily coordination, order updates, and sharing selling opportunities, can enhance transparency, streamline information sharing, and strengthen collaboration, ensuring members remain connected and motivated in pursuing collective goals.

Opportunities

**O1:** Product diversification, value-adding, and innovation (salted eggs, leche flan, handicrafts).

**O2:** Market expansion through high customer demand and potential branding.

**O3:** Capacity building and training to strengthen technical and formal knowledge and marketing skills.

**O4:** Policy directions and institutional support for funding, infrastructure, and sanitation.

**O5:** Integration of climate-resilient strategies to address environmental risks.

O1 - S4: Commitment and shared sacrifices can drive product diversification and innovation, such as salted eggs, leche flan, and handicrafts.

O2 - S5: Affordable and accessible products can be promoted to expand the customer base and strengthen market presence.

O3 - S2: Strong solidarity and optimism align with capacity-

The commitment and willingness of the *Bayuyan* KALIPI women to make collective sacrifices enable the association to explore product diversification that includes collectively producing other egg-based products and handicrafts that will serve as alternative packaging using locally available materials. It not only increases income opportunities but also reduces reliance on a single product, enhancing market competitiveness.

The affordability and accessibility of the *Bayuyan* KALIPI Association’s egg products position the association well to cater to a broader customer target. Here, by maintaining competitive pricing and targeting nearby barangays and local stores, the *Bayuyan* KALIPI women can enhance how to attract more buyers, particularly within local communities. Strategic promotion of these strengths can help expand market reach and reinforce potentially their presence in both existing and new markets.

The strong sense of solidarity and optimism among the *Bayuyan* KALIPI Women

**O6:** Social media integration and cooperative branding to reach wider audiences. building programs to strengthen technical and marketing skills. enhances their readiness to engage in capacity-building programs. Their collective mindset fosters a supportive learning environment where skills in production, marketing, and financial management can be enhanced. By ensuring group participation in training and applying learned skills in production and selling activities, this alignment ensures that training initiatives are not only considered but also effectively implemented.

**O4 - S3:** Positive institutional relationships can be leveraged to secure funding, infrastructure, and sanitation support. The positive relationships with institutions such as government agencies and partner organizations provide opportunities by allowing applications for funding, requesting equipment, and participating in government livelihood programs. These connections can be strategically used to secure resources that improve production efficiency and product quality.

**O5 - S1:** Resilience in facing livelihood marketability and sustainability challenges can support the effective adoption of climate-resilient strategies, enabling the *Bayuyan* KALUPI Association to sustain production and minimize environmental risks. The resilience demonstrated by the *Bayuyan* KALUPI women serves as a critical foundation for integrating climate-resilient strategies into their livelihood practices. Their ability to persist despite environmental challenges indicates a readiness to adapt to new methods that address risks such as extreme weather conditions, heat stress, and production instability. By leveraging this resilience, the association can adopt practices such as improved poultry housing, better waste management, and adaptive feeding practices. These strategies not only reduce vulnerability to environmental disruptions but also ensure continuous production and long-term sustainability.

**O6 - S6:** Willingness to learn and adapt supports cooperative branding and wider reach through social media integration. The willingness of *Bayuyan* KALUPI women to learn and adapt supports the integration of social media platforms and cooperative branding strategies. By creating a Facebook page, posting products regularly, and accepting orders through Messenger, the *Bayuyan* KALUPI Association may reach wider customers beyond their locality. This adaptability enhances visibility, strengthens brand identity, and opens opportunities for online marketing.

Threats

**T1:** Environmental and health risks from waste management and sanitation issues. **T1 - W4:** Strengthen waste management and sanitation practices to reduce environmental and health risks affecting production and community safety. Environmental and sanitation concerns pose risks to both production and community health of the *Bayuyan* KALUPI Association; addressing these through improved waste management practices such as proper disposal systems and scheduled regular cleaning and monitoring can minimize contamination and disease risks. This ensures safer production conditions and enhances the overall livelihood marketability and sustainability of the livelihood.

**T2:** Weather and natural phenomena causing stress, mortality, and reduced production. **T2 - W3:** Improve production planning to be more stable and Weather-related challenges is highlighted to affect poultry health and productivity of the

**T3:** Economic and social vulnerabilities (inflation, rising feed costs, rising price of gasoline).

<p><b>T4:</b> Market competition from sellers offering lower prices.</p> <p><b>T5:</b> Financial instability</p> <p><b>T6:</b> Emotional strain and diminishing dedication among members, risking sustainability.</p>	<p>adopt adaptive practices to minimize the impact of weather-related stress (extreme heat index or heavy rainfall), mortality, and reduced output.</p>	<p><i>Bayuyan</i> KALIPI Association, so by improving production stability planning through adjusting feeding schedules, enhancing shelter conditions, and preparing contingency measures such as storing emergency feed supplies and scheduling regular poultry health monitoring to detect illness early, the <i>Bayuyan</i> KALIPI Association can reduce losses to maintain stable output and protect the livelihood from environmental disruptions.</p>
<p>T3 - W2: Upgrade outdated infrastructure and equipment to reduce the impact of rising operational costs such as feeds and fuel.</p>	<p>Increasing costs of feeds and fuel place pressure on operations, especially when infrastructure is weak or outdated. Upgrading cages, storage facilities, and equipment can improve efficiency and reduce waste. By investing in better operational systems, this allows the <i>Bayuyan</i> KALIPI Association to optimize resources and manage operational expenses more effectively.</p>	<p>The presence of competitors offering lower-priced products requires the <i>Bayuyan</i> KALIPI Association to adapt and focus on quality improvements. Ensuring consistency, cleanliness, and freshness of eggs through daily egg inspection and sorting as well as a proper storage system can create a competitive advantage for the association, as through prioritizing quality, the <i>Bayuyan</i> KALIPI Association can effectively justify pricing and maintain customer loyalty, preference, and satisfaction that the association has already well maintained, despite cheaper alternatives.</p>
<p>T4 - W5: Enhance product quality and consistency to remain competitive against sellers offering lower-priced alternatives.</p>	<p>Limited management, technical, and financial skills evidently also contribute to inefficiencies and financial instability. Training members in basic financial management such as recording sales, tracking expenses, and teaching selling or marketing tips can improve productivity and decision-making of the <i>Bayuyan</i> KALIPI Association. Strengthening these competencies reduces dependency and enhances the <i>Bayuyan</i> KALIPI Women's ability to sustain and grow their livelihood independently.</p>	<p>The hindrance of experiencing declining participation and disengagement within any association can strongly weaken group cohesiveness. Through enhancing communication and participation by assigning roles, monitoring attendance, and conducting regular coordination meetings, it can further emphasize accountability and strengthen motivation. Strengthening internal management of the <i>Bayuyan</i> KALIPI Association ensures that all <i>Bayuyan</i> KALIPI women remain active contributors, sustaining the collective effort necessary for long-term success and progress.</p>
<p>T5 - W1: Address limited technical skills through training to improve productivity and reduce financial instability and delayed credits.</p>	<p>T6 - W6: Enhance communication and participation to prevent disengagement and sustain <i>Bayuyan</i> KALIPI Women's motivation.</p>	

Source: Data from the Participants

#### IV. CONCLUSIONS

Based on the findings of the study, the *Bayuyan* KALUPI Association demonstrated that empowerment, livelihood marketability, and sustainability were achieved through the resilience, solidarity, and adaptability of the *Bayuyan* KALUPI women. These outcomes occurred because the women were situated in a rural agricultural context characterized by limited resources, unstable production, and restricted market access.

Despite these constraints, the *Bayuyan* KALUPI women consistently engaged in livelihood initiatives that strengthened their capacity to sustain livelihood marketability and sustainability and reinforced their role as agents of community development. Their strategies included product diversification, resource-based innovation, and community-based selling practices, which were deliberate responses to systemic barriers, enabling them to transform adversity into opportunity. These practices confirmed that empowerment was not confined to economic independence alone but extended to social recognition, leadership capacity, and the strengthening of women's agency within the association and the wider community.

The persistence of institutional gaps and gendered expectations explained why empowerment required collective action and solidarity rather than individual effort. The *Bayuyan* KALUPI women's ability to mobilize local resources and foster cooperation among members illustrated how empowerment was sustained through shared responsibility and mutual support. At the same time, the *Bayuyan* KALUPI Association benefited from external assistance provided by government agencies and non-governmental organizations. Although uneven, this institutional support reinforced grassroots initiatives by offering validation, training, and capacity-building opportunities. This interplay between *Bayuyan* KALUPI women's innovation and the association's institutional reinforcement underscored that empowerment and livelihood marketability and sustainability were multidimensional processes, achieved through both internal agency and external support.

The results indicated that livelihood marketability and sustainability were possible because the *Bayuyan* KALUPI women reframed adversity into opportunity, transforming constraints into pathways for growth and recognition. Their ability to adapt to challenges and innovate within their limited means demonstrated that empowerment was both a practical and symbolic construction, achieved through resilience and sustained through cooperation. Thus, the *Bayuyan* KALUPI Association served as a model for other rural communities, showing that empowerment and livelihood marketability and sustainability could be advanced through locally grounded strategies tailored to socio-cultural and economic contexts.

In this sense, the experiences of the *Bayuyan* KALUPI women affirmed that empowerment and livelihood marketability and sustainability were not merely technical outcomes but enduring processes shaped by resilience, solidarity, and adaptability. Their narratives revealed that empowerment was expressed through economic participation, strengthened identity, and collective agency, while livelihood marketability and sustainability were achieved through the integration of adaptive practices and supportive structures. The journey of the *Bayuyan* KALUPI Association illustrated that when women were given space to innovate, cooperate, and lead, they could transform structural challenges into opportunities for progress, thereby advancing empowerment and livelihood marketability, and sustainability in meaningful and enduring ways.

Ultimately, the empowerment of the *Bayuyan* KALUPI women and the livelihood marketability and sustainability initiatives were made possible because of their collective resilience, their capacity to adapt to systemic barriers, and the reinforcement provided by institutional support. The *Bayuyan* KALUPI Association stood as evidence that empowerment and livelihood marketability, and sustainability were attainable when women were able to mobilize cooperation, innovate within their local context, and receive complementary external assistance. This underscored the broader significance of strengthening women-led associations in rural communities, as they embodied the potential to transform challenges into opportunities and to advance empowerment and livelihood marketability and sustainability in ways that were both enduring and transformative.

Beyond the local context, the study also concluded that women's empowerment and livelihood marketability and sustainability are critical drivers of inclusive rural development. By centering women's voices, the *Bayuyan* KALUPI Association illustrated how grassroots organizations can challenge systemic barriers, reshape gender norms, and contribute to broader socioeconomic progress. The findings emphasized that empowerment is both a process and an outcome requiring continuous adaptation, institutional support, and collective solidarity. In this way, the *Bayuyan* KALUPI Association not only sustains livelihoods but also builds a foundation for long-term community resilience and transformation.

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