

## Research Article

# Analysis of the Potential Women's Economic Empowerment in the Digital Marketing Sector

Santi Irawati<sup>1,4\*</sup>, Ifan Deffinika<sup>2,4</sup>, Desi Rahmadani<sup>1</sup>, I Nengah Parta<sup>1</sup>, and Norkhairiah Hashim<sup>3</sup>

<sup>1</sup>Mathematics Department, Faculty of Mathematics and Natural Sciences, Universitas Negeri Malang, Indonesia

<sup>2</sup>Geography Department, Faculty of Social Sciences, Universitas Negeri Malang, Indonesia

<sup>3</sup>Halalan Thayyiban Research Centre, Universiti Islam Sultan Sharif Ali, Brunei Darussalam, Indonesia

<sup>4</sup>Center of Gender and Population, Research Institute and Community Engagement, Universitas Negeri Malang, Indonesia

## Abstract.

In the era of Industrial Revolution 4.0, working women are often associated with technology which is related to efficiency and effectiveness matters. Women's economic empowerment refers to the process of enabling women to have wider control of their economic lives including their access to resources, opportunities, and decision-making power. If women are empowered economically, they are better able to support themselves and their families, contribute to their communities, and support economic growth. Women entrepreneurs should implement current technology to maximize their business and marketing in order to take advantage of digital technology. By using digital applications, innovative creations can be provided uniquely and expanded into various materials. Furthermore, there are applications that help users to do independent financial management, having unique branding, global networking, and promotions. Digital marketing will help to expand the product reach in society and social media accelerates communication with customers more professionally. By attending workshops, joining industry associations, and participating in events or online communities, women can enrich their talents, access funding from organizations that support women entrepreneurs, and increase family economic support. On the other hand, there are some constraints faced such as taking care of children and budgeting limitations for increasing their skills. This study was conducted to analyze 25 women's potential in digital marketing sector conditions through counseling and training programs of the local Batik home industry from 12 villages in Malang Regency, East Java province. These participants were chosen purposively from 100 members of PKK (Empowerment of Family Welfare) who participated in workshops and training local batik and have unique characteristics since their houses are located on the border of Malang city and Malang regency and their lifestyle is moderate enough by means they are using a cellphone in daily life but not maximizing information from it, having social communities, but not maximizing their potencies in economics opportunities. This study uses a quantitative approach. Data was collected through the questionnaire which was distributed to participants in training activities. Data analysis techniques in this study were carried out using SWOT analysis. The results showed that women's perception and understanding of digital marketing in the research area were classified as low (80%) and this is also representing as the weakness and thread (80%). In order to solve this problem, the local community such as micro small and medium enterprise (MSME) are suggested to collaborate with stake holders in developing a sustainable program for digital marketing improvement, having supporting and access to markets from the governance.

Corresponding Author: Santi Irawati; email: santi.irawati.fmipa@um.ac.id

Published: 30 July 2024

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the 2nd ICGCS Conference Committee.

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**Keywords:** women empowerment, women participation, socioeconomics condition

## 1. Introduction

In the era of the Industrial Revolution 4.0, working women are often associated with technology which is closely related to efficiency and effectiveness issues. In that era, human life began to change, adapting to a series of internet of things. However, in reality, technology development is still dominated by men due to the lack of female involvement (Hadad, 2021). If this continues to happen, then in the future women will become a burden on development because the female population is more than men (Nugroho in Muna et al., 2022). Therefore, women's participation in science, technology, engineering, and mathematics education needs to be increased so that women are able to adapt well in the digital era and are able to eliminate the gap that occurs between men and women in involvement in technological development. According to the Millennium Development Goals (MDGs), efforts that can be made to improve gender equality are by empowering women.

Women's economic empowerment refers to the process that allows women to have broader control over their economic lives including their access to resources, opportunities, and decision-making power. However, women's empowerment in some areas, especially rural areas, face various challenges such as low levels of education and skills, minimal job opportunities, and the ideological development of women related to households (Tjiptaningsih, 2018). This ideology is related to three important roles that women have which are often referred to as the "triple burden of women". In these conditions, women must carry out reproductive functions, production functions, and social functions simultaneously in the community.

This condition is contrary to the various potentials possessed by women. This potential further encourages the creation of wider women's empowerment activities, especially in the economic sector. When women are economically empowered, they are better able to support themselves and their families, contribute to their communities, and support economic growth. Empowerment is considered as a collaborative cooperation process that involves someone who is qualified and lacking increased access and control over resources so as to be able to solve problems both personal and that concern common interests and be able to release dependence on others.

According to Utami (2019), most of the female population are actors from Micro, Small and Medium Enterprises (MSMEs). To improve the quality of Micro, Small, and Medium Enterprises, women entrepreneurs must apply current technology to maximize their business and marketing in order to take advantage of digital technology. Using digital applications, innovative creations can be uniquely rendered and expanded into various

materials. In addition, there are applications that help users to carry out independent financial management and have unique branding, global networking, and promotion. Digital marketing will help expand the reach of products in the community and social media will accelerate communication with customers in a more professional manner. By attending workshops, joining industry associations, and participating in events or online communities, women can enrich their talents, access funding from organizations that support women entrepreneurs, and increase family economic support.

On the other hand, there are some obstacles faced such as taking care of children and budget constraints to improve their skills. The dual role of women demands that women be able to play an active role in the family but also remain professional when carrying out work outside the home. In the family, women are required to be able to become a mother who acts as the first school for their children. In addition, women are also required to maintain the role of a wife who is able to serve her husband well.

Based on these problems, this study was conducted to analyze twenty-five potential women in the conditions of the digital marketing sector through counseling and training programs for local Batik home industries from 12 villages in Malang Regency, East Java.

## 2. Method

This study was conducted in District Pakisaji, Malang Regency. This study was structured descriptively using a quantitative approach. This study analyzed twenty-five women's potential in digital marketing sector conditions through counseling and training programs of the local Batik home industry from 12 villages in Malang Regency, East Java province. These participants were chosen purposively from 100 members of PKK who participated in the workshop and training local batik and have unique characteristics since their houses are located on the border of Malang city and Malang regency and their lifestyle is moderate enough by means they are using a cellphone in daily life but not maximizing information from it, having social communities, but not maximizing their potencies in economics opportunities. Data was collected through the questionnaire distribution to participants in training activities. The subject of this problem is figures or parties who have an understanding and knowledge regarding strengthening women's economic empowerment. Data analysis techniques in this study were carried out using SWOT analysis.

### 3. Result and Discussion

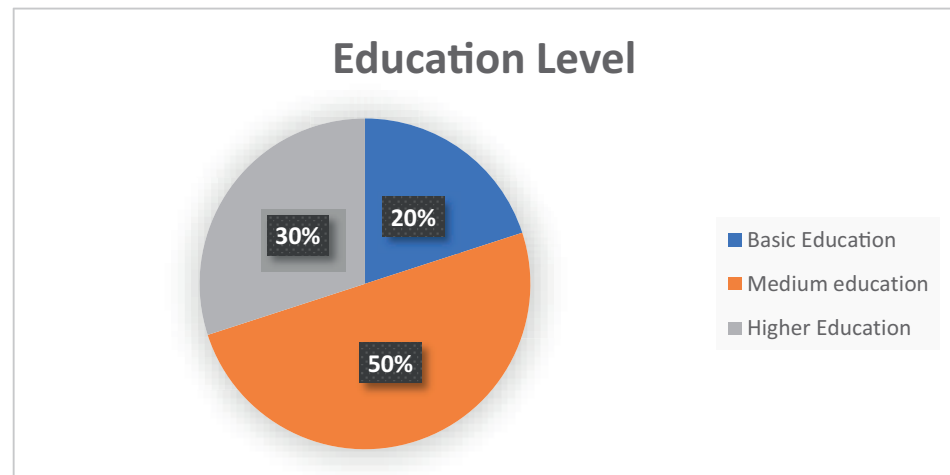
The level of women empowerment can be seen from the greater interest of women in entering the job market. The increasing proportion of women who work will lead to changes in women’s views. Transformation of the role of women in the household, who initially played the role of housewives and then transformed into women entrepreneurs through the field of digital marketing. Women entrepreneurs are company owners who engage in economic activities to improve their social standing and gain financial independence. Women entrepreneurs are having a significant influence on all economic sectors. Even though most of the respondents are already working, by utilizing digital marketing, they can help improve their household economic conditions. This is the actual purpose of our activity, namely empowering women. Before developing research activities, we must start by measuring the current conditions of the study subject. Below, we present the measurement results of the current characteristics of respondents.

TABLE 1: Socio-Economic and Demographic Characteristic of Respondent.

Age	%
< 25	10%
25-29	15%
30-34	15%
35-39	20%
40+	40%
Education	
Basic Education	20%
Medium education	50%
Higher Education	30%
Employment	
Not working yet (Household member)	10%
Housewife	65%
Working mom	25%
Household Expenditure	
Low expenditure	20%
Medium expenditure	55%
High expenditure	25%

Table 1 shows the Socio-Economics and demographic characteristics of respondents. Socio characteristic was measured by education level. Education level in this study is assessed by the completed or latest graduated education level. Basic education is

defined as graduating from elementary and junior high school, while medium education is defined as graduating from High School, and higher education is defined as graduating from university. The half proportion of respondents in Pakisaji District is classified as Medium Education. The proportion of respondent education level also can be seen in Figure 1.



**Figure 1:** Proportion of respondent education level.

Economics characteristic was measured by employment status and household expenditure level. The respondent's employment is classified into three: not working yet, housewife, and working mom. There are 10% of respondents who classified as "not working yet". These respondents are people who have not worked yet and have not married yet. Thus, in the family hierarchy, their role as a household member. Most of these respondents' activities are attending college for a bachelor's or master's degree. Respondent who is classified as working mom has various occupancy. There is a quarter proportion of respondents who classified as working moms. More than half proportion (65%) of respondents are housewives. These people are suitable targets to be trained related to the improvement of women's empowerment. The employment status of respondents also can be seen in Figure 2.

Apart from using employment status, economic characteristics are also measured using household level of expenditure. There are three categories for household expenditure: low, medium, and high. This categorization of Malang district's typical monthly revenue and expenditure statistics. A household's expenditure can be categorized as low if it is less than IDR 1,500,000, medium if it is between IDR 1,500,000 and 3,000,000, and high if it exceeds IDR 3,000,000. Household expenditure level also can be seen in Figure 3

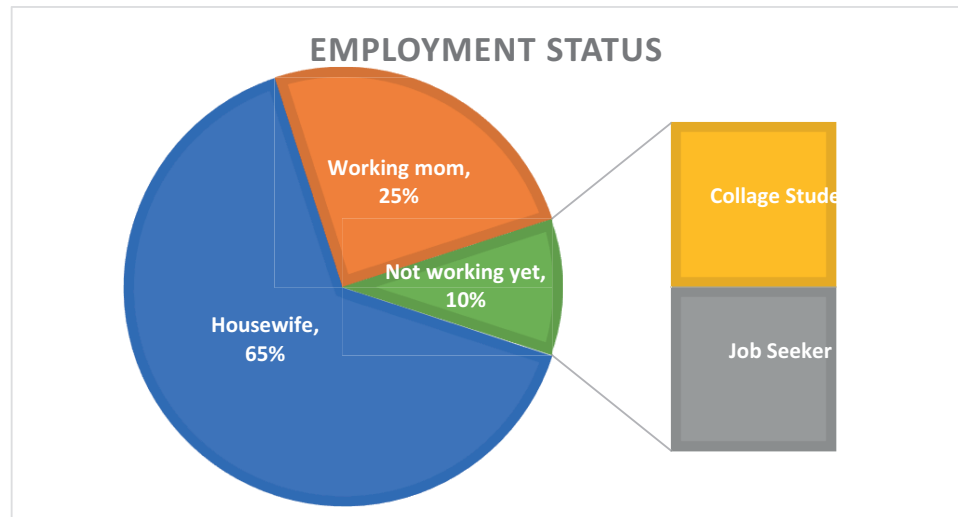


Figure 2: Employment Status of Respondents.

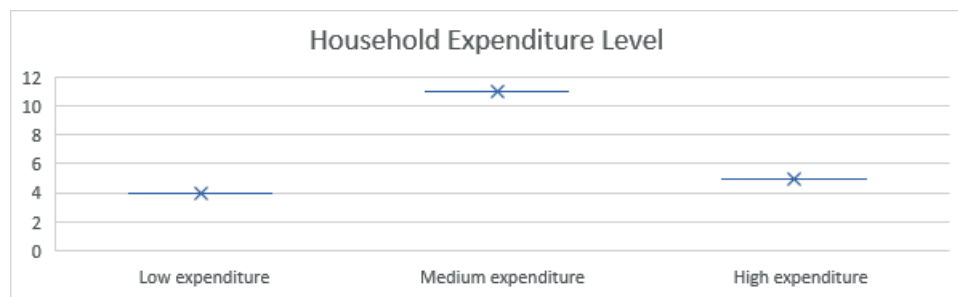


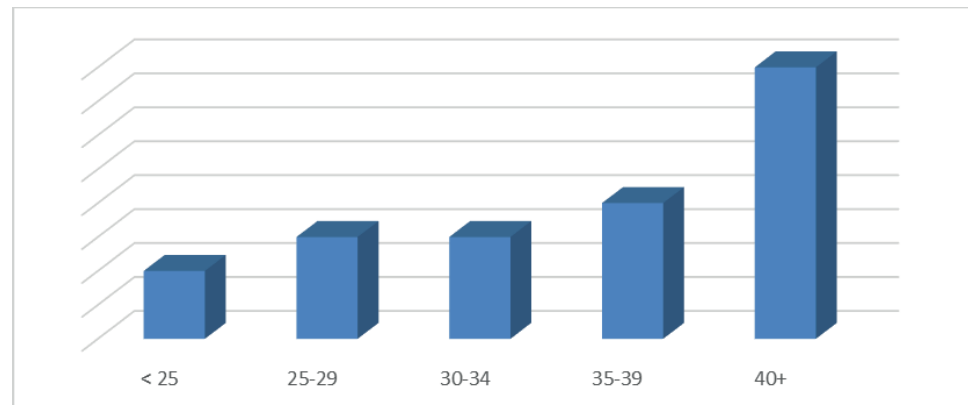
Figure 3: Household expenditure level.

Household expenses at the low and midrange levels are very high. This further demonstrates how well-suited the research location’s respondents are to contribute to the advancement of women’s economic emancipation.

Demographic characteristic was measured by respondent age. The research respondents’ ages ranged from under 25 to over 40 years old. Women over the age of 40 make up the majority of responders. But there are a lot of women in their twenties. Respondents at this age are people who adapt to technology. This makes us have high hopes regarding the success of the program we are running. The distribution of respondent age can also be seen in Figure 4.

#### 4. SWOT Analysis

Due to their high involvement rate, women are better informed about digital marketing and how to use it to launch their own businesses. The ladies involved in this program are impacted both directly and indirectly. In addition to enhancing the family economy,



**Figure 4:** Distribution of respondent age.

women also feel more powerful since they actively participate in providing ideas, knowledge, and abilities to projects that raise the standard of human resources and allow them to live independently. SWOT analysis was carried out to assess women’s perception and understanding related to Digital Marketing. Summaries of SWOT analysis are served in Table 2.

TABLE 2: Summaries description of SWOT analysis.

SWOT	Description
Strength	Acceptability of smartphone. The sample is used to using smartphone devices related to e-commerce
Weakness	Sample perception and understanding of digital marketing as an economic support classified as low
Opportunity	ease of learning and training about digital marketing
Threat	the massive number of women entrepreneurs in digital marketing studies

### 4.1. Strength

The responders are accustomed to using e-commerce-related gadgets. From the perspective of socioeconomics and demographics, Pakisaji women are, in fact, of the productive age and tech-savvy. All responders demonstrated a high level of familiarity with using laptops and smartphones during training exercises. The research’s strength lies in the respondents’ acceptance of technology. Technology acceptance research has focused on the importance of individual personality traits like innovativeness and perceived expertise as the driving factors in the early stages of adoption decision (Bhagat, 2019)

## 4.2. Weakness

Even with their high degree of technological proficiency, up to 80% of respondents do not know what digital marketing entails or how it helps families with their financial situation. Women's entrepreneurs should be prepared to take on challenges and are motivated by various factors such as wanting to work for themselves instead of for others, wanting to become business owners, wanting to become financially independent through their ventures, and being drawn to the new start-up culture. (Shrividya, 2019)

## 4.3. Opportunity

There is a lot of training on the fundamentals and application of digital marketing as a response to the issues presented by the simplicity of learning and training about it. Sufficient managerial skill training programs emphasize active engagement in decision-making. Professionalism, aptitude for leadership, and aptitude for marketing.

## 4.4. Threat

The fact that so many female entrepreneurs have used digital marketing poses a challenge, requiring responders to learn more about the platform's use in addition to its fundamentals in order to support themselves as female entrepreneurs. Hisrich stated that although the women's entrepreneurs differed in other areas, such as the reasons and motivation for their business launches and the challenges they faced. A developing economy's distinct social structure, including the effects of income inequality, occupational segregation, and involvement in unsupported sectors of the economy, is partially reflected in these differences.

## 5. Conclusion

Women's socioeconomic status and demographics in Pakisaji are classified as an excellent fit for responding to initiatives aimed at empowering women in the economy. The results showed that women's perception and understanding of digital marketing in research areas are classified as low (80%) and this is also represented as a weakness and threat (80%). In order to solve this problem, the local community such as micro, small, and medium enterprises (MSME) are suggested to collaborate with stakeholders



in developing a sustainable program for digital marketing improvement, having support and access to markets from the governance.

## Short Biography

**Santi Irawati** is a lecturer in the study program of Mathematics, Faculty of Mathematics and Natural Sciences at Universitas Negeri Malang. Interested study on mathematics, mathematics education, gender, population studies, and community services. Officiated as the head of the Center of Gender and Population in Research Institute and Community Engagement at Universitas Negeri Malang for the period 2022-2027. Nowadays, she is doing some research on women's economics development and community services for women in some villages.

**Ifan Deffinika** is a lecturer in the study program of the Geography Department, Faculty of Social Sciences at Universitas Negeri Malang. Interested study on Geography, gender, population studies, and community services, which has a position on the development team of the Center of Gender and Population in Research Institute and Community Engagement at Universitas Negeri Malang.

**Desi Rahmadani** is a lecturer in the study program of Mathematics, Faculty of Mathematics and Natural Sciences at Universitas Negeri Malang. Interested study on mathematics, mathematics education, gender, population studies, and community services.

**I Nengah Parta** is a lecturer in the study program of Mathematics, Faculty of Mathematics and Natural Sciences at Universitas Negeri Malang. Interested study on mathematics, mathematics education, gender, population studies, and community services. Nowadays, he is doing home industry of local batik to empower women's economics from some villages in Malang Regency East Java province.

**Norkhairiah Hashim** is a lecturer at Universiti Islam Sultan Sharif Ali Brunei Darussalam which is officiated as the director of Halalan Thayyiban Research Centre. Interested study on education, gender, and community services.

## Acknowledgement

The research team would like to thank Universitas Negeri Malang for financial support in fiscal year 2023.

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