

Women's Empowerment in the Use of Information Technology Innovations Such as E-commerce: Research in Cisait Village, Serang Regency

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ABSTRAK

E-commerce (electronic commerce) is part of electronic commerce information and communication technology which includes distribution, sales, purchasing and marketing of goods and services. Related to the issues raised by this research, online shopping can provide housewives or women with the opportunity to continue to be active members of society by allowing them to engage in business without being constrained by traditional roles or physical location. Descriptive qualitative methods were used in this research. The data collection techniques used are documentation, observation and interviews. Based on observations in Cisait Village, several residents, especially wives, explained that the problems occurring in the village include those related to the family economy because the majority of husbands work as illegal parking attendants whose income is uncertain every day, sometimes not even enough for their daily needs. Meanwhile, the majority of a wife's job is just a housewife, which means she has no income. And our solution is to create a home industry program for housewives in Cisait Village, Serang Regency. Because we can recommend a home industry for wives or housewives because it can empower a woman or wife who doesn't work, after that the follow-up to the program is to provide outreach regarding their business involving E-commerce to be more efficient in marketing their products. . However, with all considerations, we cannot continue the outreach program due to several reasons, including the residents of Cisait Village being less enthusiastic about our program so it is very difficult to gather participants for the outreach. Even though this training is very useful for their home industry which can be marketed through E-commerce media.

Keywords: Technology Innovations, Women's Empowerment, E-commerce

INTRODUCTION

In various aspects of daily life, the use of information and communication technology has evolved in social interactions. Mobile phones, or smartphones, are becoming the main tool for social and professional interactions. All walks of life, especially business people, can take advantage of the ease of disseminating knowledge and making their merchandise available quickly (Rismayati, R., & Rahima, P., 2022:124). Apart from metropolitan areas, information and communication technologies are also being used more frequently in rural areas, but on a smaller scale. As a result, there is still room for increased use of ICT for social, economic, and environmental purposes in rural areas. (Prambudia, Y., et al., 2020: 61)

In the period of the Industrial Revolution 4.0, which is characterized by a surge in connectivity, interaction, and the growth of digital systems, as well as artificial intelligence and virtual reality, technological advances will continue to occur from time to time (Ramadhani, Y. S., et al., 2022: 18). Currently, getting information through digital media is getting easier and faster, but

this speed and convenience can only be achieved if information seekers have skills in using digital media.

All can access social media, especially women, the knowledge and ability of women to access technology will have a very important impact on the family and the economy. Where *E-commerce* can provide opportunities for women to engage in business without geographic restrictions or traditional roles (Kurniawan, A., et al, 2023: 464). But the fact is that many women are still not digitally literate, especially housewives in Cisait Village, Serang Regency. There needs to be training or counseling for housewives in the local village about the importance of digital literacy in the current era, especially how to socialize wisely and as much as possible useful for life. Therefore, we plan to provide counseling for housewives in Cisait Village, Serang Regency to be equally literate in social media especially *E-commerce* which will be useful for improving the family economy for the future.

E-commerce (electronic commerce) is a platform created as a means of buying and selling which is carried out online by utilizing technological developments (Nugraha, A., 2022: 884). *E-commerce* is growing rapidly in Indonesia along with the changes in technology. Consumer behavior, as more and more people are making purchases online (Kusuma, I. & Cahyono, N., 2023: 304).

E-commerce platforms facilitate small businesses' access to international markets, which is one of the many ways *E-commerce* can be a tool for women's empowerment. or *home industry* companies that sell goods both nationally and internationally. Housewives' incomes may increase as a result, especially in the Cisait Village area, as this increases product visibility and sales potential. Next, let's talk about the education sector, where *E-commerce* platforms can help local companies or home industries by offering resources and training. It can serve as a guide to managing inventory, developing an online business plan, and more. Thus, the platform not only helps with product sales but also improves the digital and business acumen of the merchants. Next, let's talk about the education sector, where an *E-commerce* platform can help local companies or home industries by offering resources and training. It can serve as a guide to managing inventory, developing online business plans, and more. Thus, these platforms not only help in product sales but also improve the digital and business acumen of the merchants. Relating to the problems found during the research right in Cisait Village, Serang Regency, where online shopping can provide opportunities for women or housewives to remain productive by participating in business without geographical restrictions or traditional roles. Women can start an online business, sell their products and run their business with greater flexibility, which can lead to economic and social empowerment. This way you can earn extra income for your daily life (Mutaqin, & Fajari 2022).

Population growth is related to the increasing needs of the community for food, shelter, and clothing over time, especially in the era of globalization. Based on BPS survey results, the unemployment rate in Serang Regency was 9.94% in August 2023, a decrease of 10.61% when compared to 2022. Therefore, it is necessary to empower women in Serang Regency, especially Cisait Village, to encourage women to be more active and productive and able to gain access to resources, economic, political, social, and cultural. With this access, they will be sovereign and have the confidence to play an active role in finding solutions to community problems. In this context, women's empowerment is both a process and a goal. Women have experienced various gender injustices from the past until today, which are manifested in the form of marginalization, stereotyping, subjugation, violence, and double burden. In fact, as seen in daily media reality, injustice against women due to technological development and globalization no longer only occurs in the real world, but also in cyberspace through digital platforms (Anggreni, A. A., et al., 2022: 90).

RESEARCH METHODS

A descriptive qualitative method was used in this study. The purpose of the qualitative method is to gain deeper knowledge about the topic under study by collecting and examining interview data. Raw data was used as the data source for this study. Interviews with people close to the researcher are the main source of data. Primary data for this research comes directly from informants.

Interview, observation and documentation procedures were used in the data collection method. Three main informants acted as sources used in the interview technique. This interview technique is to obtain valid data, researchers need informants related to it, which is carried out in a structured manner using interview guidelines. Data extraction using observation techniques is carried out by observing the symptoms that exist at the research location which are packaged into writing, besides that the researcher also interacts directly with the respondent so that the researcher can explore the research topic. The documentation method is a technique to assist researchers in obtaining data when in the field (Susanti et al., 2022).

RESULTS AND DISCUSSION

Based on the results of observations and interviews found in Cisait Village, Serang Regency, several residents, especially housewives or wives, explained the problems and unrest that occurred in the village, including those related to the family economy because the husbands or heads of families who live in the village are mostly working as illegal parking attendants whose income is uncertain every day and sometimes even insufficient for daily needs with the family. While the work of a wife who lives in Cisait Village, there are some who become laundry laborers and the majority are only housewives, which means that they do not have a job and do not have income.

On the one hand, housewives are eager to work so that they can help their husbands to cover their daily needs, but on the other hand they are constrained because the average local resident has more than 2 children and is still very young who cannot be left to work. And our solution is to create a home industry program for housewives in Cisait Village, Serang Regency. Because the home industry is more likely to be recommended for wives or housewives because it can better empower a woman or wife who does not work.

The home industries that we recommend such as the management of affordable food sources and also handicrafts in the form of headscarves. And the way to promote or sell these home industries we involve Information Technology in the form of *E-commerce*. The act of doing and selling business electronically over the Internet is commonly referred to as *E-commerce*. In addition, electronic commerce can be defined as a commercial activity that utilizes the Internet. technology to connect businesses, consumers, and communities through electronic transactions and the sale or exchange of goods, services, and information. The majority of individuals choose to use the Internet when operating an online store.

As a result, some residents of Cisait Village are familiar with and utilize *E-commerce* regularly. They can buy goods or services provided on *E-commerce* media by using it to market and sell the goods and services offered. The most famous and frequently used *E-commerce* platforms among Indonesians include Shoppe, Tokopedia, Bukalapak, OLX, Lazada, Blibli, and even social network stores. (Rosmaya, E., et al., 2021: 228). Our follow-up is to conduct counseling related to how to use or operate *E-commerce* to all housewives in Cisait Village by guiding *step by step* until they can continue their own business. Increase training for housewives by training for more attractive packaging and making attractive catalog photos according to sales standards in *E-commerce* in general.

One of the advantages of selling products online is that the habits of the public and sellers in buying and selling goods and services online create a demand for persuasive marketing and promotional skills. According to (Rosmaya, E., et al., 2021: 229) Communication that is used as an invitation or encouragement to behave in accordance with the wishes of the communicator is known as persuasive communication. Using attractive images and descriptive language to describe products is one of these persuasive abilities. In addition, attractive language should be used in the product description to grab the reader's attention and encourage purchase. It is intended that many people will be attracted and persuaded to buy the suggested product with the help of appropriate and attractive persuasive language. Profits increase due to selling more items.

However, with all considerations, we could not continue the extension program due to several things including:

1. It was quite difficult to gather a large number of participants for this outreach as both the participants and the residents of Cisait Village lacked interest in our program. In fact, this training is very beneficial for their home sector, which can be advertised on *E-commerce* platforms such as Tokopedia, Shopee, Lazada, and others, so that it can attract many potential customers from various regions in Indonesia.
2. The people of Cisait Village have never used marketing strategies through *E-commerce* media, so they gave up before attending the training. However, once they complete it, the training will be beneficial to them as it will teach them how to do business using various *E-commerce* media and gadgets.

CONCLUSIONS

Technology has had a huge impact on daily life, including social behavior and communication. *Smartphones* have become an important tool in social interaction and communication, and their use is increasing in various fields. The use of digital media has become easier and more efficient, especially for those with information capabilities. *E-commerce*, a form of electronic communication, is an important aspect of modern life, especially for small businesses in rural areas. It allows easy access to products and services, increasing product exposure and sales potential.

Based on the results of observations and interviews found in Cisait Village, Serang Regency, several residents, especially housewives, explained the problems that occur in the village, including those related to the family economy because the husbands or heads of families who live in the village are mostly working as illegal parking attendants whose income is uncertain every day and sometimes even insufficient for daily needs. While the work of a wife who lives in Cisait Village, there are some who become laundry laborers and the majority are only housewives, which means that they do not have a job and do not have income.

And our solution is to create a home *industry* program for housewives in Cisait Village, Serang Regency. Because the home industry is more recommendable for wives or housewives because it can empower a woman or wife who does not work. However, with all considerations, we could not continue the extension program because of several things, including the participants or residents of Cisait Village were less enthusiastic about our program so it was very difficult to gather the mass or participants of the extension program.

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