Multi Partnership Model In Empowering Women Through Digitalization Of The Home Industry

Yanti Lidiati[1], Achmad Hufad[2], Jajat Sudrajat Ardiwinata[3], Joni Rahmat Pramudia[4], Apriza Hongko Putra [5],

[1] Universitas Pendidikan Indonesia
[2] Universitas Pendidikan Indonesia
[3] Universitas Pendidikan Indonesia
[4] Universitas Pendidikan Indonesia
[5] Kaohsiung Medical University Taiwan

Corresponding author, email: lidiati647@gmail.com

Keywords	Abstract
empowerment of women, home industry, digital skills	Empowered women are agents of social change that starts with changes at the individual level, the family, and then in the community where they live and interact. Similarly, in efforts to reduce poverty in rural areas, several development actors jointly play a role in creating ecosystems that support the formation of women in the context of increasing women's economic productivity through the development of home industries. The study uses a qualitative approach, with data collection techniques of interviews, observations, and documentation, attended by five informants at the An-Nur Community Learning Center. Research results show that the digitization of the household industry is a breakthrough in ensuring that the activity and productivity of the home industry continue through digitization to facilitate product marketing access. This effort is a process of empowering women in the countryside, as the terminology of digitalization requires skills in using the Internet and other electronic or digital applications. The study concludes that the role of multi-stakeholder partnerships can accelerate the digitization of the home industry, which opens up opportunities to acquire wider knowledge of skills for women with existing internet connections. This research implication that selecting the right collaboration partners, accompanied by a digital approach in supporting skills, can influence the achievement of goals and sustainability of community empowerment programs.

INTRODUCTION

The women's empowerment program aims to provide skills to rural women so they can be economically independent (Cinar et al., 2021). It is believed that economic independence will have a positive impact on women's bargaining position in the household. Apart from these activities, the women's group also held a series of activities which could be broken down into empowerment movements because the routines and activities developed had an empowering tendency, for example training in sewing, cooking, and so on.

Apart from individual skills training, the activities of this women's group are also developed with gender awareness training which equips group members and their families about gender equality in society, especially within the family (Woo & Lee, 2023). The process and activities of women's empowerment carried out by these women's groups have more or less significant implications for the pattern of women's

relationships within the family and in society. Women's economic independence, equipped with a gender equality perspective carried out by this group of women, has gradually raised women's bargaining position in the household (McLaren et al., 2023). This proves that women's groups are quite effective in being a media for gender awareness among traditional rural communities. The nature of the movement which tends to be humanist and does not rely on the masses, but rather prioritizes mainstream issues and changes in society's way of thinking, is proof that women's groups are relevant to be called a women's movement which falls into the category of New Social Movement (Coley et al., 2023; McLaren et al., 2023). The existence and existence of these women's groups is a significant first step in the process of empowering women.

From the business sector, the business fields that many entrepreneurial women are involved in have characteristics that cannot be separated from their self-image as an important factor in the family (McLaren et al., 2023). Home Industry is an approach implemented by the

Ministry of Women's Empowerment and Child Protection based on the Policy for Increasing Women's Economic Productivity as the closest foundation for Home Industry Development to Improve Family Welfare through Women's Empowerment. This policy became the basis for revealing that carried out by women contains aspects of empowerment including gender empowerment which can absorb workers, both from their own family and workers around the house, such as their neighbors (McLaren et al., 2023). Furthermore, it was stated in the results of the study that, the results of a study conducted by the Ministry of Women's Empowerment and Child Protection together with the Bogor Agricultural Institute proved that Home Industry can help improve family welfare, absorb and create workers, and reduce the desire of workers to Migration becomes an informal workforce abroad which is often the target of human trafficking or domestic workers.

The Ministry of Women's Empowerment concluded that there are limited government funds (fiscal constraints) which are an obstacle in efforts to increase women's economic productivity. For this reason, there are four things that need to be done to increase women's productivity. First, intensify efforts to mainstream/focus on increasing women's economic productivity in all development sectors in synergy, especially in sectors that carry out people's economic development. Second, increase awareness of the sector and local governments to produce appropriate programs to increase women's economic productivity. Third, encourage the growth of communication forums for women's economic improvement programs to access resources and information on economic empowerment programs from the government, private sector or non-governmental organizations. Fourth, developing an independent village model through community service activities, concluded that the use of digital marketing to strengthen the purchasing power of household craft products can be done through training in the use of e-commerce and social media.

Focus on partner assistance in the home industry of household craftsmen Raffa Collection and Salma Home Industry in Kelingan Hamlet. It is hoped that this training in digital marketing can increase economic independence through household craft businesses as a typical product of the Kelingan region, especially in using information technology in global marketing activities. The problems raised are improving sales services, marketing, product orders from consumers, and product order management with information technology. The solution offered is the creation of e-commerce and social media applications. Implement applications to partners through knowledge transfer activities through training and mentoring partners in using e-commerce applications. Implementation of activities using the Focus Group Discussion (FGD) method to establish openness, trust and understand the perceptions, attitudes and experiences of problems that craftsmen have in marketing via the internet, then continued with assistance, namely counselling and training on the use of e-commerce which includes advertising design, uploading advertising content in e-commerce applications, and marketing management.

For this reason, multi-party partnerships are clearly needed to create an ecosystem that supports the emergence of many empowered women in villages through the digitalization of home industries. Moreover, multi-stakeholder partnerships (MSP) are able to combine community initiatives in villages (local) with government programs or other development agents (global) to find effective, fast solutions. The author believes that MSP can be applied at the village level to find a partnership node model that allows the main obstacle, namely connectivity on the internet network, to be resolved before home industries are able to become independent.

METHODS

The approach used in this research is a qualitative research approach. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example, behaviour, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of words and language, in a specific context that naturally and by utilizing various natural methods (Dawe et al., 2023a; Dodson, 2015).

Researchers pay attention to phenomena in the field, then interpret and give meaning according to the research objective, namely to describe a sustainable women's empowerment model through digital marketing home industry to increase family economic resilience for the local hero community.

Participants in this research consist of several parties who will influence the research results. The total number of participants was 6, consisting of 1 community leader, 3 community members, 1 training instructor and 2 experts. Data collection techniques for the initial study and research implementation included 1) participant observation, 2) interviews, and 3) documentation study.

RESULTS AND DISCUSSION

Empowering women in villages is the main development activity and agenda in almost all villages in Indonesia, including the area where the author lives and interacts. Women's empowerment finds the right momentum, especially during the Corona Pandemic, where our way of life has changed significantly. Studying and working at home using internet connectivity is a necessity for all tech families except for families in villages. Women or mothers are the parties who have the least access, skills and control over the internet and other tools, but are the parties most required to understand this situation. Empowering women in the digital era requires an approach that can change women's thinking patterns, that they must change and start learning new skills, in this case digital skills, which are an urgent need for every family today. By changing this way of thinking, it is necessary to reinvent the techniques and content of women's empowerment to suit their needs which is different from the usual model of women's empowerment. This way of thinking can be guided by the use of an internet connection which allows contact to continue to occur through virtual face-to-face.

The livelihood of the village population is mostly in the agricultural sector and informal work. Job loss is also a phenomenon in villages that affects family income. Home industry was initially carried out by women as a side activity that relied on exhibitions to market products. Covid-19 has made it possible for family members to spend a lot of time together at home, which has actually become an opportunity for the growth of new, digitalized Home Industry. At the same time, parents can use the internet access that school-aged children have to market the Home Industry products they produce. This phenomenon is clearly a very good opportunity, where with digital Home Industry the product market can develop, including women who do Home Industry can get many opportunities for personal and business development with open access through internet connectivity.

Women's empowerment is no exception and still depends on figures at the community level This is a challenge in ensuring support for an empowerment program. The author found the role of "admin" in the WhatsApp group as a breakthrough in virtual assistance for women's empowerment. This role can be supported by the campus or local NGOs as a cross-sector partnership that oversees empowerment in the digital era and the Covid-19 pandemic. This partnership model clearly benefits the parties, where the campus gets more opportunities to realize the tridharma of higher education through a digital mentoring model. Including the role of local NGOs who have expertise and assistance and practices in changing thinking patterns are believed to be able to guard digitalized Home Industry opportunities.

The author finds that the role of the business world and government must be present to provide energy in the development of digitalized Home Industry by providing interest-free loans. The author found that giving grants did not motivate female Home Industry practitioners to work and advance their businesses. Loan repayment should be scheduled regularly by paying attention to health protocols. Stakeholders, including the campus or local NGOs, must be present to provide guidance to female Home Industry actors, especially in financial management and other required literacy.

In order to be creative in digital marketing, women's community knowledge and talents must be combined. This can be demonstrated in product innovation, which makes the trendy Blazer dress have value, individuality, local knowledge culture, and competitiveness in the market both locally and internationally by using the basic components of a sarong together with excellent materials, like in this figure 1.

Figure 1. Fashion Cover Material

Early in September 2022, this digital marketing training exercise was conducted at the PKBM An-Nur Ibun Computer Lab. In addition to acquiring experience and changing their knowledge, training participants were also asked to directly practise web digital marketing that had been created with the assistance of professionals by presenting specialists in the field of digital marketing business, like in figure 2.

Figure 2. Digital Marketing Training in Lampegan Village, Ibun District

The WordPress-based digital marketing website intends to give MSME participants in the Local Hero community a forum for future business development. A regionally focused website with the web address "Ibun Store" offers the chance to describe the producers in this area, like in figure 3.
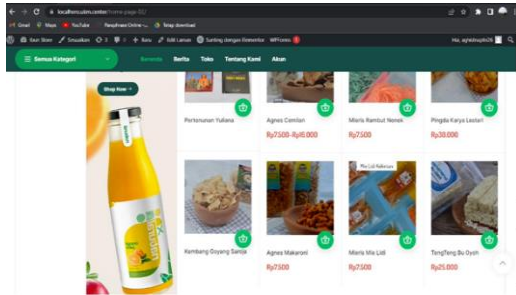

Figure 3. Display of the Ibun Store Website

The community members that attend the training program offered at the An-Nur Community Learning Activity Center to increase their expertise in digital marketing management are: 1) The trainees are adults, who vary from youngsters in several ways. Instead of lecturing, the learning process involves debate, reflection, simulation, and brainstorming. 2) The trainees are from the same setting, specifically the women's community, to which they are closely connected. 3) This is a benefit of holding training because the neighbourhood is full of people with the same objectives. 4) The training program's learning is structured in a participatory learning environment based on local wisdom, allowing participants to participate in the planning, carrying out, and assessing phases. 5) The instructional materials are relevant to what is going on right now. So, learning emphasises tasks requiring problem-solving so that students can find solutions while carrying out their tasks. 6) The instructional materials are relevant to what is going on right now. So, learning emphasises tasks requiring problem-solving so that students can find solutions while carrying out their tasks.

There are many different empowerment forums or initiatives that prevent communities from participating in empowerment programs in the village. Program developers, both government and facilitators, must explain this access to ensure that facilitators can use it. The low level of education of women in villages causes difficulties in conveying ideas and creativity, including problems with patriarchal culture. Rural women face barriers to entry. What is most often used to support women's economic progress in rural areas is the development of home industries. In contrast,

actors in other sectors, such as business, NGOs and education, more often report access to worker empowerment activities in the current context. The location of the empowerment project close to empowerment resources allows workers to have wider access compared to access in the village. However, it is impossible for residents of urban areas to meet these needs because of the large number of residents who are not native to these areas who are placed in urban areas and the large number of informal economies that exist in these areas (Badaruddin et al., 2021).

Multi-stakeholder partnership (MSP) (sometimes known as a public-private partnership for development, cross-sector collaboration, or collective action) is a vehicle through which interested players can collaborate on a particular challenge or exploit an opportunity in a way that achieves greater impact (de Visser-Amundson, 2022a; Scheyvens & Cheer, 2022). Multi-stakeholder partnerships involve organizations from different sectors of society working together, sharing risks, and combining their unique resources and competencies in ways that can generate and maximize value toward shared partnership and individual partner goals, often through more innovative, more sustainable, more efficient and/or more systemic approach (de Visser-Amundson, 2022a) The strength of MSP comes from the different approaches – public service mandate, people-focused or market-based – and the complementary resources – technological, human, social or economic – that partners from different sectors can bring together. Together, working on an idea or project.

MSP has several performance indicators and several model processes inside it. Still, when it comes to categorizing it, four primary phases stand out: initiating, adapting, collaborating, and measuring refleksi. Multi-stakeholder partnerships, or MSPs, are effective as a tool for analyzing situations when the public, private, and indigenous populations are willing to cooperate and engage in constructive dialogue based on shared values (de Visser-Amundson, 2022b). In practice, MSP will likely be very diverse. Multi-stakeholder partnership (MSP) is a collaboration between various parties with interests or stakeholders in a particular issue or problem. MSP involves government, the private sector, non-governmental organizations, civil society, and other entities with a role and interest in achieving common goals (de Visser-Amundson, 2022b)

Until now, most MSPs have operated at the global level, with a single development issue as their focus and seeking to push their regional and country agendas (a top-down approach).

Increasingly, however, MSPs are focusing efforts at the country level, addressing, where possible, several development problems in an integrated ('horizontal') way. At the local level, they are able to take full account of the local context and are being built more organically based on needs and available resources and energy (bottom-up approach). A number of global partnerships, for example, Scale Up Nutrition, seek to combine both the global (to achieve scale) with the local (to be locally relevant and sustainable) through 'vertical integration'.

Women's empowerment is not only necessary but also essential for the overall growth of society and the country (Nazneen et al., 2019; Sharaunga et al., 2019). The United Nations, as well as other Governmental and Non-Governmental Organizations, have made the topic of "women empowerment" a focal element of their programs and activities. Due to this, social scientists, legislators, bureaucrats, and scholars are now quite concerned about it (Debarliev et al., 2022; Martínez-Pérez et al., n.d.). But there isn't agreement among academics about what the term empowerment means. Many academics have attempted to define the term from their individual points of view. The definition of empowerment varies depending on the sociocultural, economic, and political situation. A global examination of local terminology connected to empowerment always includes a wide range of definitions. These concepts include independence, self-determination, self-control, self-power, self-reliance, personal choice, and the ability to stand up for one's rights.

Local value systems and beliefs incorporate these definitions. Empowerment has importance on both an intrinsic and a practical level. "Increasing the power of the low-power group so that it more closely resembles the power of the high-power group" is the most prevalent application of the term "empowerment" (Dawe et al., 2023b; Maxwell et al., 2021)

The majority of dictionaries only list the pre-twentieth century definition of the word empower, which is "to empower" and "to give power to." This is interesting to notice. The word, which dates back to the 17th century, can be used to "authorize," "delegate," or "enable." As a result, the concept of empowerment is difficult to understand. On the other hand, it suggests a gradual, dynamic shift of authority.

Empowerment appears to be a contemporary concept that was unthinkable 200 years ago when the concept of democracy and "government of the people, for the people,

by the people" required blood sacrifice. In the 20th century, individuals like Mahatma Gandhi, Martin Luther King, and Nelson Mandela led several instances of political empowerment in various nations around the world. From the viewpoint of the low-power group's members, empowerment refers to actions taken to increase their base of power.

Women's empowerment is a current global phenomenon. Since the founding of the United Nations, experts from all over the world have been interested in the subject of women's development, and many nations have included the idea in their political agendas. The phrase "empowerment" has taken the place of the previous phrase "development" at this time. Though the word "empowerment" had been a "buzzword" in the 1960s, it wasn't until the 1980s that it was fully covered in literature. After designating the 'Women's Decade' in 1975, it took the UN almost 25 years to declare 2001 the 'International Year for Women's Empowerment. India proclaimed 2001 to be "Women's Empowerment Year."

Increased Women's Economic Productivity is a Very Strategic Program of the Ministry of Women's Empowerment and Child Protection in an effort to Improve the Quality of Life and Fulfill Women's Economic Rights, according to the Final Report Document on the Study of the Role of Women in Alleviating Poverty Through Home Industry Activities. by increasing women's economic productivity to lessen the financial burden of health and education on low-income families. An urgent effort is being made to ensure that women's economic rights are realized through home industry. The role of women is crucial in supporting the family economy in nations with unfavorable economic situations. The goal of home industry is to expand its opportunities and access to markets so that it can compete with other companies. Women's economic rights are increasingly seen as one of the fundamental requirements that must be met before they can successfully fight for gender justice and equality. Women have a stronger status in the household when the economy is doing quite well.

According to the Ministry of Women's Empowerment and Child Protection, a home industry is a production system that creates a product by adding value to specific raw materials at home rather than in a special location (like a factory), using basic production tools.

It continues by stating that the production process makes use of facilities, infrastructure, and other production tools that are owned by people, joint ventures, and cooperatives. The author is aware that, in accordance with this text, Home Industries' goods are typically

handmade, distinctive in a variety of important aspects, and frequently linked to regional know-how and focused technology.

Home industry is a part of the Micro, Small and Medium Enterprises group, which many nations classify as belonging to the unorganized sector. The majority of IRs are frequently not registered in the system of business taxation and do not yet have legal status as business entities. Aside from that, the home industry is often run by family members, with the exception of those that are considered advanced and use industrial management. Home industry can also take the shape of an informal, adaptable Joint Business Group.

Smartphones, in particular, and digital marketing are becoming more and more significant in work and business life by giving women the ability to manage communications between their jobs and their families (Maxwell et al., 2021). To promote women's well-being and prospects for professional growth and advancement, digital existence must be utilised effectively and linked with self-management abilities.

The women's community has access to training that enables them to use digital platforms for business. Assistance with programmes is provided collaboratively by the government, commercial actors, and training providers. This can encourage entrepreneurship, which is exemplified by self-assurance, risk-taking propensity, future orientation, leadership, task and result orientation, as well as creativity and innovation(Mallett, 2019).

The training was able to advance the participants' knowledge and abilities so they could present products more enticingly to pique customers' attention (Fahimah et al., 2023; Santoso et al., 2023). Women's welfare rises as they have an education, acquire property rights, and earn a living. Similar to a married woman, her responsibility to enhance family welfare is to assist her spouse in finding work.

With the necessary expertise, women's communities can use digital marketing to market their product ideas (Melović et al., 2020). In the marketing of fashion, internet marketing plays a crucial role. To reach everyone, from fashion designers to those who just purchase clothing as a basic necessity of daily life, the fashion industry is a multifaceted, worldwide enterprise with a complicated organizational structure (Purwar, 2019).

Numerous other internal and external factors, as well as the effectiveness of the digital marketing training, also play a role. Internal elements include a person's psychological state as well as their needs, wants, and expectations.

While external elements such as interpersonal relationships, social interactions, experiences, and outsider learning outcomes (Fahimah et al., 2023; Santoso et al., 2023)

CONCLUSION

The multi-party partnership node model must be determined and designed independently by women in the village in line with changing patterns of thinking that are forced by the situations and challenges they face. The digitalization of home industries was found to have economic and non-economic impacts as long as the change process was accompanied continuously for at least 1 year. Women's access and control over internet connectivity and mobile phone devices is a challenge for IR digitalization in addition to financial management skills. However, the author believes it can be solved with a multi-party collaboration model that supports an empowerment agenda planned independently by women as actors of empowerment.

REFERENCES

Badaruddin, B., Kariono, K., Ermansyah, E., & Sudarwati, L. (2021). Village community empowerment through village owned enterprise based on social capital in North Sumatera. *Asia Pacific Journal of Social Work and Development*, *31*(3), 163–175. https://doi.org/10.1080/02185385.2020.1765855

Cinar, K., Akyuz, S., Ugur-Cinar, M., & Onculer-Yayalar, E. (2021). Faces and phases of women's empowerment: The case of women's cooperatives in Turkey. *Social Politics: International Studies in Gender, State & Society*, *28*(3), 778–805. https://doi.org/10.1093/sp/jxz032

Coley, C., Sheshadri, S., Devanathan, S., & Bhavani, R. R. (2023). Contextualizing women's empowerment frameworks with an emphasis on social support: A study in rural, South India. *Community, Work & Family*, *26*(1), 1–20. https://doi.org/10.1080/13668803.2021.1879021

Dawe, J., Elder, C.-H., & Sanderson, K. (2023a). Protocol: a qualitative linguistic framework for analysing empathic and empowering communications in classical person-centered therapeutic interactions. *Person-Centered & Experiential Psychotherapies*, *22*(1), 77–95. https://doi.org/10.1080/14779757.2022.2100816

Dawe, J., Elder, C.-H., & Sanderson, K. (2023b). Protocol: a qualitative linguistic framework for analysing empathic and empowering communications in classical person-centered therapeutic interactions. *Person-Centered & Experiential Psychotherapies*, *22*(1), 77–95. https://doi.org/10.1080/14779757.2022.2100816

de Visser-Amundson, A. (2022a). A multi-stakeholder partnership to fight food waste in the hospitality industry: A contribution to the United Nations Sustainable Development Goals 12 and 17. *Journal of Sustainable Tourism*, *30*(10), 2448–2475. https://doi.org/10.1080/09669582.2020.1849232

de Visser-Amundson, A. (2022b). A multi-stakeholder partnership to fight food waste in the hospitality industry: a contribution to the United Nations Sustainable Development Goals 12 and 17. *Journal of Sustainable Tourism*, *30*(10), 2448–2475. https://doi.org/10.1080/09669582.2020.1849232

Debarliev, S., Janeska-Iliev, A., Stripeikis, O., & Zupan, B. (2022). What can education bring to entrepreneurship? Formal versus non-formal education. *Journal of Small Business Management*, *60*(1), 219–252. https://doi.org/10.1080/00472778.2019.1700691

Dodson, J. E. (2015). Qualitative Field Research – Methods and Theory: The African Atlantic Research Team Reports. *Méthod(e)s: African Review of Social Sciences Methodology*, *1*(1–2), 191–202. https://doi.org/10.1080/23754745.2015.1017292

Fahimah, N., Hatimah, I., Komar, O., Ardiwinata, J. S., & Purnomo, P. (2023). Andragogy Based E-Training Model for Early Childhood Education Educators. *Lembaran Ilmu Kependidikan*, *52*(1). DOI 10.15294/lik.v52i1.42516

Mallett, O. (2019). Collaboration in entrepreneurship education: challenges, opportunities and innovations. *Journal of Small Business & Entrepreneurship*, *31*(3), 177–182. https://doi.org/10.1080/08276331.2018.1541681

Martínez-Pérez, A., Lezcano-Barbero, F., Casado-Muñoz, R., & Zabaleta-González, R. (n.d.). ICT training in Spanish non-formal education: a revolution in the making. *European Journal of Social Work*, 1–15. https://doi.org/10.1080/13691457.2022.2162006

Maxwell, H., O'Shea, M., Stronach, M., & Pearce, S. (2021). Empowerment through digital health trackers: an exploration of Indigenous Australian women and physical activity in leisure settings. *Annals of Leisure Research*, *24*(1), 150–167. https://doi.org/10.1080/11745398.2019.1674677

McLaren, H., Patmisari, E., Hamiduzzaman, M., Star, C., & Widianingsih, I. (2023). Indonesian Women's Civil Service Leadership: Analysis of Career Progression Opportunity and Constraint. *Administration & Society*, 00953997231167556. https://doi.org/10.1177/00953997231167556

Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro. *Technology in Society*, *63*, 101425. https://doi.org/10.1016/j.techsoc.2020.101425

Nazneen, S., Hossain, N., & Chopra, D. (2019). Introduction: contentious women's empowerment in South Asia. *Contemporary South Asia*, *27*(4), 457–470. https://doi.org/10.1080/09584935.2019.1689922

Purwar, S. (2019). Digital Marketing : An Effective Tool of Fashion Marketing. *In Proceedings of 10th International Conference on Digital Strategies for Organizational Success*, 992–997. https://doi.org/10.2139/ssrn.3318992

Santoso, B., Hufad, A., Wahyudin, U., Saepudin, A., & Purnomo, P. (2023). The Effect Of Digital Literacy Competence Toward The Income Of Home Industry Entrepreneurs. *Lembaran Ilmu Kependidikan*, *52*(1). DOI 10.15294/lik.v52i1.42515

Scheyvens, R., & Cheer, J. M. (2022). Tourism, the SDGs and partnerships. *Journal of Sustainable Tourism*, *30*(10), 2271–2281. https://doi.org/10.1080/09669582.2021.1982953

Sharaunga, S., Mudhara, M., & Bogale, A. (2019). Conceptualisation and Measurement of Women's Empowerment Revisited. *Journal of Human Development and Capabilities*, *20*(1), 1–25.

https://doi.org/10.1080/19452829.2018.1546280

Woo, B.-D., & Lee, N. K. (2023). An empirical assessment of the effectiveness of gender budget initiatives on women's political empowerment. *Asian Journal of Women's Studies*, 1–21. https://doi.org/10.1080/12259276.2023.2206184