

Digital Home Industry in the Context of Community Empowerment

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Abstract. The community empowerment approach is closely related to increasing income to meet the necessities of life. This study aims to describe aspects of community empowerment in the development of a digital economy for local women's communities. This study uses a qualitative approach, with interviews, documentation, and observation techniques. The research results show that the success of the women's empowerment program is influenced by the level of women's digital literacy and is motivated by the urgency of family income problems in order to make ends meet. Home industrial products can be bought and sold online, supported by the implementation of digital marketing training programs, so that the women's community can manage their business well. The conclusion of this research states that the digital homes industry is effective for developing into an informal economic sector and needs to be supported by standardized government legality such as Micro, Small, and Medium Enterprises (MSMEs). The importance of empowering local women in the digital economy as a means to increase family income is emphasized, highlighting the need for digital literacy and appropriate government regulations.

Keywords: community empowerment, home industry, digital marketing

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INTRODUCTION

Poverty is a social problem that does not go away. From the past until now, the problem of poverty has been very frightening in all parts of the world, including in Indonesia. Poverty is very attached to Indonesia, and this is hereditary. Poverty, according to Suharto (in Rida et al, 2020) states that poverty is a social problem and is also global, meaning that it is not only Indonesia but there are also other Asian countries. Poverty is also accompanied by powerlessness. The poor do not have enough power or ability. Usually, they will not be able to survive in these difficult conditions both socially, politically, and even economically. Community empowerment is closely related to economic and technological developments, because it affects the ability of each individual to meet their needs. Integrating community empowerment activities with technology is an inevitable necessity. However, times have changed, because the future of human dynamics is in the hands of science and technology. Therefore, the Indonesian nation must start pushing alternative models of technology-based community empowerment into the future development agenda (Hasdiansyah, Suryono, & Faraz, 2020).

Empowerment is also done by women. So far, women have experienced discrimination, exclusion, negative stereotypes, and become victims of various acts of violence. To overcome this, women must be

included in the empowerment process so that women can understand their rights and obligations as human beings. An important variable in building economic empowerment among women is encouraging educated and knowledgeable minds (Sharma & Das, 2021). Educated women play a greater important role in economic growth and can change the position of society by increasing the standard of living at home and outside.

Empowering women has goal that we want to achieve together (Ardiani & Dibyorini, 2021). The aim of the women's empowerment program in development is to increase the ability of women to involve themselves in development programs, as active participants (subjects) so they don't just become objects of development as has been the case so far. Increasing the economy of women in rural areas has limitations on carrying out their activities, such as low education, skills, and few job opportunities. Therefore, women's empowerment programs in the economic field are needed because, basically women have extraordinary potential in the economy, especially in managing the family economy.

Home industries are able to expand employment and provide broad economic services to the community and can play a role in improving the community's economy and family income, reducing unemployment and increasing people's welfare (Rasjid, 2022). More emphasis is placed on empowering women to increase

their ability to manage businesses, especially the home industry (Ministry of Women's Empowerment and Child Protection - KPPPA-2016). The home industry is an activity that doesn't require high level of education because this activity focuses on practical skills that are easy to learn and apply in everyday life (Sumedi, 2013). Women's home businesses are especially important for women with limited mobility and employment options for earning income in developing countries (Muhammad, S., et al (2021). Women's entrepreneurship has become an important aspect of the process of socio-economic transformation (Muhammad, S., et al, 2021).

Home industries, which are managed by women, experience difficulties in distributing. This is caused by the ignorance of women about managing businesses, especially through digital businesses. Even though digitalization helps women by providing opportunities to work flexibly and learn to develop and interact with customers. Through digitalization, women can enjoy economic and social independence. According to Zulaikha, Lestari & Sudiono (2021), digitalization can encourage positive family economic growth, such as meeting secondary and tertiary needs, education savings and retirement savings, meeting educational expenses, meeting kitchen equipment, and much more.

However, in the context of digital marketing fads, the home retail industry mostly faces problems. These problems arise due to the disappearance of the competitive advantages of traditional marketing. This is often caused by the lack of literacy related to the *marketing strategy* applied (Zhu & Gao, 2019). In this increasingly sophisticated era, the use of the internet opens up business opportunities that are growing and fast, which entrepreneurs must seize. Entrepreneurs currently have to follow the flow of changes or shifts in market demand which will indirectly change a business model at this time (Sudarma, et al., 2021). This should also be followed by home industry players in emphasizing the ability to manage businesses, especially those that are mostly managed by women, because a business that does not keep up with changes will be left behind and abandoned by its consumers, because behavior and consumers have also changed in an increasingly advanced era. this (Sukmasetya, et al., 2020).

This research aims to describe economic development by rural women through *the digital* home industry, which is carried out by the women's community of *Local Hero* in Lampegan Village, Ibum District, Bandung Regency, West Java Province. Community empowerment efforts are carried out through the intervention of digital marketing training programs for women.

METHODS

The type of method used in this study is included in the type of descriptive research with a qualitative approach. The qualitative research method according to Sugiyono (2016) is a research method used to research on natural object conditions, (as opposed to experiments) where the researcher is a key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive or qualitative, and more qualitative research results Emphasize meaning over generalizations. The data collection technique used was using interview instruments, documentation, and observation at the research locus in Lampegan Village, Ibum District. Some of the information was obtained from Local Hero program organizers, instructors and learning residents or members of the Local Hero community.

RESULTS AND DISCUSSION

Local Hero is a women's community that stands under the coordination of the Community Learning Activity Center (PKBM) An-Nur Ibum. This institution has won various awards as an institution that drives independence and improves the family economy, illiteracy eradication and Indonesian women initiators in 2021. The local wisdom brand which is the flagship product of the local hero women's community is Its Blazer Ibum, which has been marketed both locally and abroad.

Product control is carried out professionally, as the basis of the quality of the implementation of the empowerment program. Quality Human Resources and Product consistently carried out continuously through training and practice in the field. Collaboration or cooperation with various parties is a strength in building the insights and capabilities of human resources involved in implementing community empowerment.

Product innovation utilizing the basic ingredients of sarong cloth, accompanied by quality materials, makes the fashionable Blazer dress have value, uniqueness, local wisdom and competitiveness in the market both locally and abroad.



Figure 1. Fashion Material

Digital Marketing Training

In addition to the local wisdom brand which is the hallmark of the Local Hero women's community in Lampegan Village, Ibum District, there are several other *home industries* engaged in food, drink, services, and others.

However, with the era of the fourth industrial revolution, changes in the world are no exception in Indonesia, characterized by the use of technology which has an impact on the economy, industry, government, and politics (Satya, 2018). This impact is also felt by home industry players in Lampegan Village, Ibum District, where marketing patterns in business have changed due to developments in information and communication technology.

Based on the identification results of the use of marketing media in *home industries* in Lampegan Village, Ibum District, almost all *home industries* still use mobile phones in running their business. The use of mobile phones is supported by internet facilities. There are 40% of business actors who already have wifi at home or at their place of business, the rest use internet quota packages.

The media used in daily marketing is still limited to everyday social media, namely via WhatsApp and Facebook. Only a small number use other social media, such as Instagram, Shopee, Grab, Gojek, etc. However, there are also *home industries* that completely use technology in marketing. The marketing method used so far is traditional, such as marketing in stalls, through grocers, or directly visiting consumers. Business owners do not use digital technology and do not have a strategy to improve their business by using digital technology because they are constrained by competence in using it.

The use of this technology can be trained through digital marketing training which is a training program designed to provide knowledge and skills in digital marketing to individuals or business groups. Digital marketing is defined as marketing in which messages are sent using media that depend on digital transmission (Susanti, 2020; Farrell et al., 2019).

Digital marketing training in Lampegan Village, Ibum District is part of the Local Hero program to empower women in the village to provide participants with the necessary knowledge and skills to promote products or services effectively through digital platforms, one of which is through social media to create advertisements on their products *online*. Social media has a big influence on business growth, especially *online-based businesses* in Indonesia (Pratiwi & Saputro, 2021).

The objectives of implementing digital marketing training conducted by the Local Hero team as an effort to empower women in Lampegan Village, Ibum District are as follows:

1. Increase understanding of digital marketing strategies: Digital marketing training aims to provide an in-depth understanding of effective digital marketing strategies. It includes an understanding of the concepts and techniques needed to increase the reach and sales of products or services through digital platforms.
2. Optimizing the use of digital platforms: Digital marketing training aims to provide participants with an understanding of how to optimize the use of digital platforms, such as search engines, social media, and online advertising, to promote their products or services. It includes techniques to increase visibility, increase engagement with customers, and strengthen brand presence on digital platforms.
3. Improve practical skills: Digital marketing training aims to improve participants' practical skills, such as writing engaging digital content, optimizing digital marketing campaigns, and measuring marketing campaign performance. It aims to provide participants with skills that can be directly applied to their business.
4. Increase the effectiveness of marketing campaigns: Digital marketing training aims to increase the effectiveness of participants' marketing campaigns, such as increasing customer engagement and product or service sales. It covers effective and practical digital marketing techniques and strategies, as well as measurement of marketing campaign performance.
5. Optimizing the use of marketing budget: Digital marketing training aims to help participants optimize the use of their marketing budget by making effective use of digital platforms. By using the right digital marketing strategy, participants can maximize the value of their marketing budget and increase ROI (return *on investment*).
6. Compete with other businesses: In an increasingly competitive market, home industries need to have digital marketing skills to compete with other businesses. By having an advantage in digital marketing, the home industry can strengthen its position in the market and take a larger market share.

Home industry players in Lampegan Village, Ibum District with the necessary knowledge and skills to promote their products or services effectively through digital platforms and increase their presence in the market.

Digital marketing is one of the right solutions for home industry *players* in developing their marketing network, both nationally and even internationally (Abdurrahman, et al., 2020). With digital marketing training, it allows consumers to obtain information about products sold by home industry players via the internet, thus enabling home industry businesses to

interact with prospective buyers without time and location limitations (Diansyah et al., 2017; Siregar et al., 2023).

This digital marketing training activity was held at the PKBM An-Nur Ibu Computer Lab in early September 2022. By presenting experts in the digital marketing business field, apart from training participants gaining experience and knowledge transformation, training participants were also invited directly to practice web digital marketing which has been prepared with the help of experts.

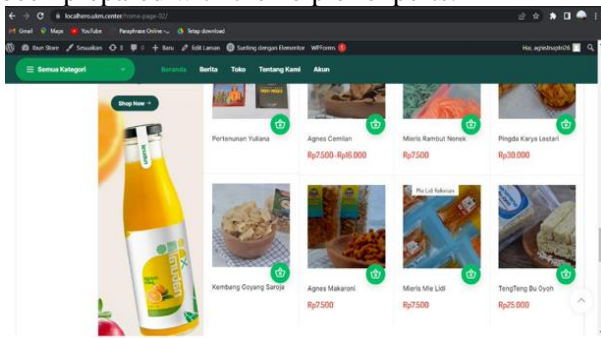


Figure 2. Digital Marketing Training in Lampegan Village, Ibun District

The digital marketing website based on *WordPress* aims to provide a forum for MSME actors in the Local Hero community in developing their business in the future. Regional-based web provides an opportunity to characterize producers in this region with the web title "Ibun Store".



Figure 3. Ibun Store Website Display

Digital marketing training can be an effective tool for empowering women in various fields. Here are some links between digital marketing training and women's empowerment:

1. Increase access to global markets: Digital marketing training provides access to global markets through digital platforms, such as social media, search engines and websites. This opens opportunities for women to promote their products or services to a wider market and increase sales.
2. Enabling women to own a home business: Digital marketing training allows women to own a home business at a relatively low cost. This allows women

to generate income while caring for the family and fulfilling their domestic role.

3. Reducing the gender gap in technology: Digital marketing training provides an opportunity for women to gain knowledge and skills in the technology sector, which has so far been dominated by men. This can reduce the gender gap in technology and provide equal opportunities for women.
4. Increase self-confidence and independence: Digital marketing training can increase women's self-confidence and independence by providing knowledge and skills to manage a business and promote their products or services independently.
5. Promote financial independence: Digital marketing training can encourage women's financial independence by providing training in effective financial management and marketing strategies. This can help women to manage their finances better and increase their income.

Thus, digital marketing training can be an effective tool for empowering women and providing equal opportunities for women to achieve success in business and other fields.

Empowering women in economic development in villages and cities has a different approach (Ra'is, 2018; Retnowati et al., 2023). Empowerment in many villages takes the form of skills training in managing local resources in the form of food and non-food items, eradicating illiteracy and information relating to health. While the empowerment of women in cities takes many forms of empowerment related to environmental management, for example, waste banks or maintenance of environmental sanitation facilities and use of available land for reforestation or family food fields.

The following is a discussion of supporting and inhibiting aspects of women's empowerment in the context of economic development in terms of aspects (Arfianto, et al., 2014; Supriansyah, et al., 2022; Khasanah, et al., 2021):

1. MMAccess

Many women's access to empowerment programs in villages is facilitated by various empowerment platforms or activities. However, program managers, both the government and facilitators, must ensure that access is within reach of women. Barriers to access for women in the village are caused by the low level of education of women in the village, causing difficulties in expressing ideas and creativity, including issues of patriarchal culture. The medium that is most often used for empowering women in villages in the framework of increasing the economy is the development of home industries.

Meanwhile, in the urban context, women's access to empowerment activities is more created not only by the government but by other development actors, such

as the business world, NGOs and the campus world. The proximity of empowerment project locations to empowerment resources allows women to have more access than in villages. However, the large number of residents who are not native to the local area as a result of the proliferation of the informal sector in urban areas, often empowering women in urban areas, has not been able to answer the initial objectives of a program being implemented.

2. Participation

Participation is an engagement or community participation, be it individuals, groups, or community units, in the process of making joint decisions, planning, and carrying out the program together. In the activities of women's empowerment programs in the field of economic development, it is relatively the same between villages and cities where participation is only limited to being actively present in empowerment activities such as training and coaching. In the economic empowerment model in the village, women's participation can be said to be better because there is some evidence that women in the village are involved in group economic activities as a way to fill the time gap. This means that participation grows better in the village. Meanwhile, women's participation in empowerment programs in urban areas is highly dependent on local figures. If there is a motivator, then participation shows a good trend. This is due to the complexity of urban society that moves fast and the relationships that occur are temporary.

At the planning stage of the empowerment program both in villages and in cities, if the empowerment program is initiated by the government, there will be no participation at this stage. In a small number of women's and economic empowerment projects initiated by academics and NGOs, limited participation has been made possible in the form of assessments and FGDs. Meanwhile, in women's or economic empowerment programs funded by the business world, participation is in the form of activity proposals.

3. Control

Control is often translated as supervision or control. Scalarization in the empowerment process is very important because supervision tries to evaluate whether goals can be achieved and if they cannot be achieved, look for the causal factors so that improvements can be made. Empowerment in the control village is carried out on the quality of the home industry, including marketing aspects. The role of the facilitator is very important in ensuring that control can be carried out in stages and follow-up plans are carried out.

Likewise, with empowerment in cities, control and supervision are carried out by the target group, but follow-up plans cannot be fully carried out. This is

because empowerment projects are related to facilities and infrastructure, such as sanitation and clean water. The rare improvements that can be found applied to urban empowerment show the true success of empowerment. This means that control is carried out by maintaining and ensuring the function of sanitation and other social facilities.

4. Benefits

Benefit can be interpreted as use or benefit. In the process of empowering the community, especially empowering women in villages through home industry, it can be grouped into economic and non-economic benefits. The economic benefit is the amount of money earned, while the economic benefit is a change in the way of thinking, motivation, and fun of being together.

In urban communities, the benefits that are felt are non-economic benefits that encourage the emergence of social capital in the form of social cohesion, cooperation, and communication.

The following in Table 1 are the factors that cause the success and failure of rural community economic empowerment (Ryser, et al., 2010; McManus, et al., 2012; Y. Li, et al., 2014; Muslim, et al., 2017; Yulasteriyani, 2020).

Table 1. Factors of Success and Failure of Village Community Economic Empowerment

Success		Failure	
Human Resources		Limited access to financial resources	
Access to information and technology		Limited access to education and training	
Infrastructure		Poor and inadequate infrastructure	
Education and training		Limited market	
Capital		Lack of support from government and private sector	
Government support		Unstable business environment	
Market economy		Lack of cooperation and coordination between stakeholders	

The factors in Table 1 do not stand alone and are interrelated with one another. The success of rural community economic empowerment depends on the

interaction between these factors and the village community's ability to manage their resources effectively, as well as on the failure factor.

Meanwhile, the following in Table 2 are the factors that cause the success and failure of urban community economic empowerment (Rohmatin, 2016; Darabaya, 2015; Rahman, et al., 2020; El Yanda, 2020).

Table 2. Factors of Success and Failure of Urban Community Economic Empowerment

Success	Failure
Access to education and training	Lack of community and government participation
Access financial resources	High poverty
Infrastructure and facilities	Poor infrastructure and facilities
Stable business environment	Lack of access to information and education
Development of business and industrial sectors	There are business barriers.
Population growth and urbanization	Corruption and other dishonorable acts
Coordination and cooperation between stakeholders	Poor management ability in managing the program

Based on Table 2 these factors may vary depending on the conditions and situations of each city, but these success and failure factors generally occur in the process of empowering the urban community's economy.

The factors of economic empowerment, both successes, and failures in villages and cities, are inseparable from the increasingly rapid developments of the times where the digital era has become a vital necessity for the human resources sector of life.

The economic empowerment of women's communities through the home industry and *digital marketing* is closely related and mutually reinforcing with one another. The following are several ways in which the economic empowerment of women in the home industry can be related to *digital marketing* (Putra, et al., 2022; Emiliasari & Kosmajadi, 2020; Dawam & Sholeh, 2022):

1. Opening market access: *Digital marketing* helps

home industry women reach a wider market and introduce their products to new audiences. This helps women expand their business and increase their income.

2. Increase marketing capacity: *Digital marketing* provides women with the necessary skills and knowledge to market their products more effectively. This helps them expand their market reach and increase revenue.

Reduce marketing costs: *Digital marketing* allows women to market their products at a lower cost compared to traditional marketing methods such as print media and television advertisements. This helps them maintain their profit margins and increase their purchasing power.

CONCLUSION

Community empowerment in economic development both in the village and in the village cannot be separated from empowering women. Empowerment of women in the city takes the management of a slum city environment through the creation of communal sanitation, waste management or waste banks, and clean water installations. Limited control is carried out with the help of facilitators in the village to improve the quality of home industry products and marketing. In cities, community empowerment activities are widely controlled, but they cannot be followed up because they are related to physical facilities that were built at great expense. The benefits obtained in the village are in the form of economic and non-economic benefits (in the form of changes in the way of thinking, motivation, and the joy of hanging out together). Meanwhile, in the city, the non-economic benefits that encourage the emergence of social capital are in the form of social cohesion, cooperation, and communication.

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