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DIGITAL LITERACY MAPPING FOR HOUSEWIFE IN ENTREPRENEURSHIP

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Keywords: digital literacy, housewife, entrepreneur, online shop.

ABSTRACT

The increase in household needs which is marked by the increase in the prices of necessities that must be met by a household is the main trigger for women as housewives to work to meet their household needs. One of them is by doing entrepreneurship. Today's entrepreneurial housewives use digital media more for marketing because it helps them inform and interact directly with consumers. This study aims to map the digital literacy of entrepreneurial housewives in Karawang Regency. The research method used was a survey and used a questionnaire as a means of collecting data. Mapping is divided into 3 levels, namely digital competence, digital use and digital transformation. The level of digital literacy of housewives in entrepreneurship is high at the digital competence level, where housewives have realized the importance of using digital media as a reliable promotional tool. Meanwhile, at the digital usage and digital transformation level, it is quite high where housewives have the ability to manage digital media in business activities and innovate to provide convenience to a wide audience.

Keywords: digital literacy, housewife, entrepreneur, online shop.

INTRODUCTION

In today's modern business era, technology adaptation is an effective form of marketing media innovation to increase the productivity of the public sector. It can be seen in a survey conducted by the Indonesian Internet Service Providers Association from 2019 to the second quarter of 2020. From the results of a survey conducted with the Indonesia Survey Center (ISC), it is stated that internet users in Indonesia reached 196.71 million of the country's 266 million population [1]. This number increased by 73.7 percent compared

to 2018, which was 64.8 percent. In 2018, the number of Indonesian internet users reached 171.17 million users. In terms of profession, 100% of internet users are dominated by entrepreneurs, teachers and online shop traders. On the other hand, housewives experienced an increase from 16.6% in 2017 to 48.2% in 2020 [2].

Social media is the content that is most accessed, although it was predicted that it would be replaced by the microblogging trend, in fact Facebook still dominates. As many as 50.7% of social media users in Indonesia access Facebook, followed by Instagram at 17.8%, and YouTube at 15.1%. Shockingly, Twitter users only made up 1.7%. This means that Twitter, which in other countries is the prima donna, is not the case in Indonesia.

The reality shows that the large number of Internet users in Indonesia, as well as the high frequency of accessing information content and social media, does not necessarily guarantee the "maturity" of the Indonesian people in using the Internet. In addition to the gaps that occur, various cases of internet abuse are also rife, ranging from internet fraud, addiction or addiction, violations of privacy, bias in reality, to the most recent is the spread of hoaxes. If traced further, a number of these cases boils down to one thing, namely the low digital literacy of the Indonesian people [3]. In his writing, Amedie (2015) states that the use of social media can lead to various criminal acts. Along with the increasing use of social media, irresponsible people are taking advantage of themselves by abusing their freedom to use social media. Social media allows them to hide their personal identities, so they can easily commit digital crimes such as cyber-bullying, fraud, privacy violations, addiction, to the spread of bird news (HOAX) [4].

Seeing this fact, a number of parties have made various efforts to increase digital literacy in society. Such as the implementation of a digital literacy education program for young people in Bandung [5], efforts to increase digital literacy skills for school library staff and teachers in the central Jakarta area through information literacy training [6], the digital literacy movement in Kulonprogo village, Yogyakarta Special Region [7], etc.

This effort, which actually started many years ago, was carried out by using various approaches to resolve various issues related to digital problems. There are those who use a general approach, which is to provide digital literacy in general. There are also those who use a thematic approach, whether it is targeting certain content such as "anti-hoax", "internet security", or focusing on certain cohorts such as "teenagers" and "children", or targeting certain segments such as "teachers", "housewife". Increasing the level of public literacy, or making people digitally literate is not a task that can be realized through just one or two approaches. However, it must be done through various sides.

However, the risk is that the digital literacy movement is unclear. All activities seem reactive, in the sense that they are carried out as a momentary response to certain situations. As a result, it is difficult to judge where the digital

literacy movement in Indonesia has gone. It is equally difficult to judge whether the digital literacy movement is truly effective in overcoming problems. For this reason, before moving further to look for recipes, models or approaches that are right on target according to the situation at hand, it is necessary to conduct a study and mapping of digital literacy skills, especially in this study focused on housewives who have businesses. Entrepreneurial women can be good examples for their family and social environment. There are positive things that can be taught, among others, regarding professionalism, self-actualization, and patience as well as things that are psychological in nature [8].

The trend in the emergence of women entrepreneurs is marked by a shift in the absorption of female labor compared to previous years, where the open unemployment rate (TPT) for women in 2020 was 4.66% decreased compared to 2019 which was 4.68% [9]. This shows that the potential and expertise of women are starting to be recognized by the market share. Statistics show that 54% of the SME sector is owned by women, although it is an informal type of business, only 33% are formal businesses, less than 36% men [10]. Having multiple responsibilities within the household and family limits the time they can spend running and developing a business.

Most of the women entrepreneurs were married, namely 88% and 44% were housewives [10]. The increase in household needs which is marked by the increase in the prices of necessities that must be met by a household is the main trigger for women as housewives to work to meet their household needs. The existence of free work space and time increasingly encourages women, especially housewives to work as homeworkers [11]. Despite the high number of internet users in Indonesia, the fact is that in the field there are still many forms of product marketing without using social media in developing their business so that the results do not reach the millennial generation.

During its development, the concept of digital literacy emerged along with the dominance of media in human life that transfers data and information. According to Potter (2004) digital literacy is the interest, attitude, and ability of individuals to use digital technology and communication tools to access, manage, integrate, analyze and evaluate information, build new knowledge, create and communicate with others in order to participate effectively in society [12]. The meaning that digital literacy is a concept that leads to mediation between technology and audiences or users to practice digital technology productively. In the business world, digital literacy is part of technological adaptation that aims to increase economic growth, which in this study is seen from a gender perspective. Today's entrepreneurial housewives use digital media more for marketing because it helps them inform and interact directly with consumers. This study aims to map the digital literacy of entrepreneurial housewives in Karawang Regency

METHOD

The research method used was a survey and used a questionnaire as a means of collecting data. The population of this study were 30 housewives who have

a business unit in RT 02 Nagasari District, Karawang Regency. Does not use sampling techniques, because the number is small, so that the automation as a whole is sampled. Data collection techniques used questionnaires, observations and interviews about digital literacy for housewives in entrepreneurship. The variables observed are the profile of respondents and digital literacy which consists of three levels, namely digital competence, digital usage and digital transformation. The questionnaire is structured as follows:

1. Profile of respondents, which contains demographic data of the respondent's business unit
2. Digital literacy; which consists of digital competence, competency in digital use and transformation
3. Sales level, which contains data on the increase in sales volume after using digital media

The data analysis technique was carried out by measuring the Digital Literacy Index level score seen from a 1-5 scale calculation adapting from Chris Wornshop's measurement in Juditha (2013) which divided into 5 score levels [13], namely:

Level 1: Strongly disagree

Level 2: disagree

Level 3: Undecided

Level 4: agree

Level 5: totally agree

Data collection was carried out by distributing questionnaires using Google Form to housewives who have business units. The subjects in this study were housewives at RT 02 Nagasari District, Karawang Regency, with the object of research being digital literacy.

RESULTS AND ANALYSIS

Respondent characteristics

Based on the survey results, it was obtained an overview of the types of business, including fashion as much as 23%, food & beverages by 17%, services as much as 13%, household equipment as much as 10%, make up & skincare 7%, electronic 3% and other types of business that were not mentioned, namely 27%. The highest type of entrepreneurship is fashion:

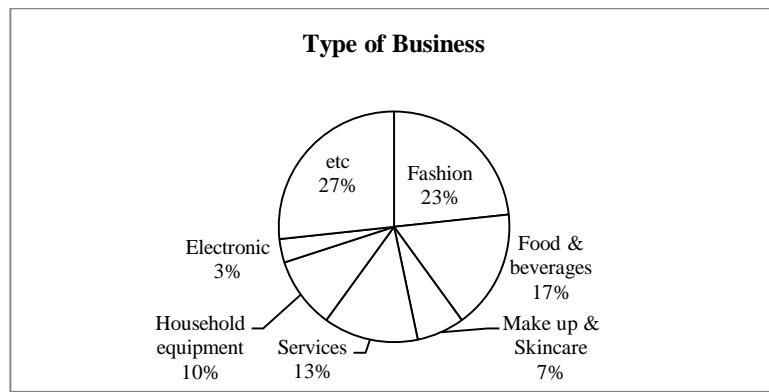


Figure 1. Respondents by type of business

Based on Figure 2, it is illustrated that the number of respondents who have a junior high school level of education is 3%, 17% senior high school, 17% master graduate and 63.3% bachelor. The highest results obtained by respondents based on educational background are bachelor graduates.

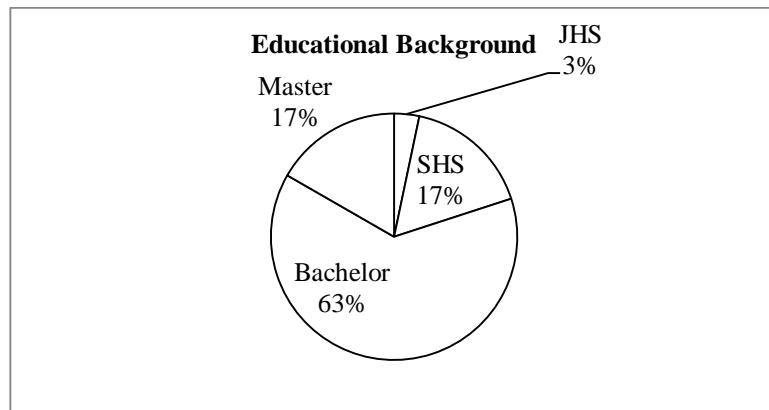


Figure 2. Respondents based on educational background

The results of Figure 3 show that the number of respondents aged 17-19 years is 3%, ages 20-29 are 42%, ages 30-39 are 36%, ages 40-49 are 13%, ages 50-59 are as many as 3% and aged over 60 years as much as 3%. Based on these data, it can be found that the majority of housewives who have a business are 42% or as many as 13 people between the ages of 20-29 years.

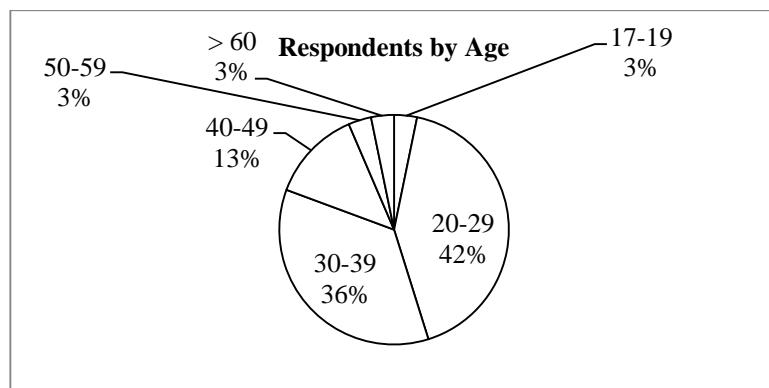


Figure 3. Respondents by age

In terms of digital competence, it is known that respondents in this study have switched to digital marketing methods through social media. The majority of housewives use WhatsApp in marketing their products with a total of 96.7%, then Facebook social media as much as 73.3%, social media Instagram as much as 70%, YouTube as much as 36.7%, TikTok as much as 30%, twitter as much as 16.7%, Line as much as 13.3% and telegram as much as 3.3%.

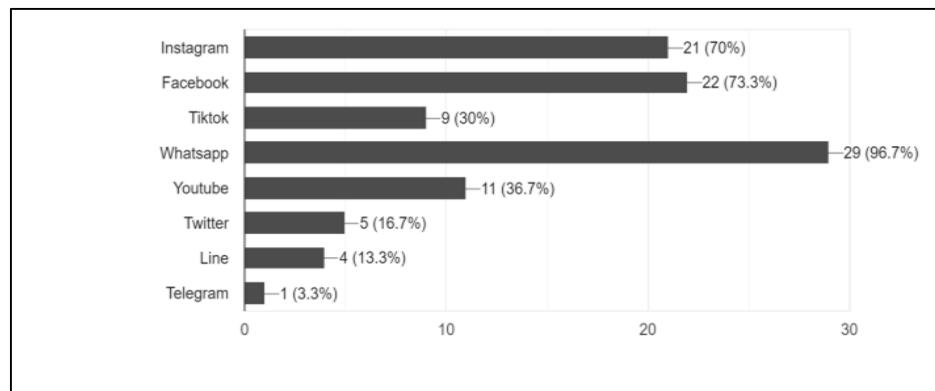


Figure 1. Social media used

From the aspect of competency for use in digital literacy, the results of the study show that business owners are obliged to promote on social media, as many as 63.3% agree, 30% strongly agree, 3.3% doubt, and 3.3% disagree.

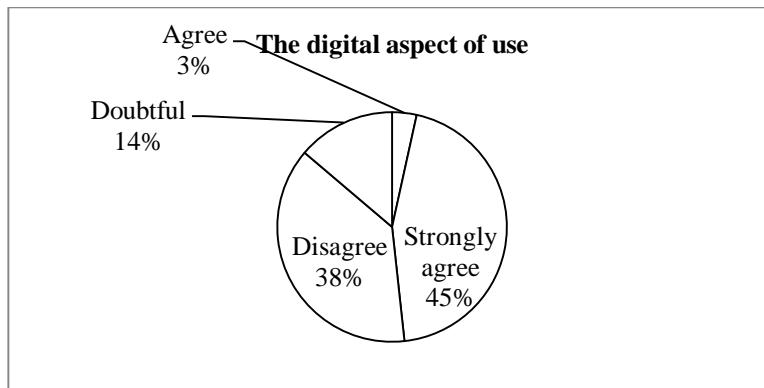


Figure 4. The Digital Aspect of Use

The results showed that 44% of housewives agreed about having a special schedule in promoting their products, 27% disagreed, 21% expressed doubt, 7% strongly agreed, and 3% strongly disagreed.

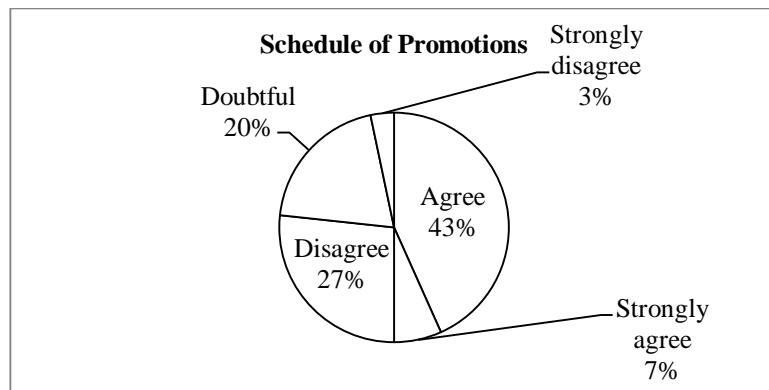


Figure 5. Schedule of Promotions

Figure 6 explains that 64% of housewives who agree on promotional techniques obtained from social media, 23% express doubt and 13% strongly agree.

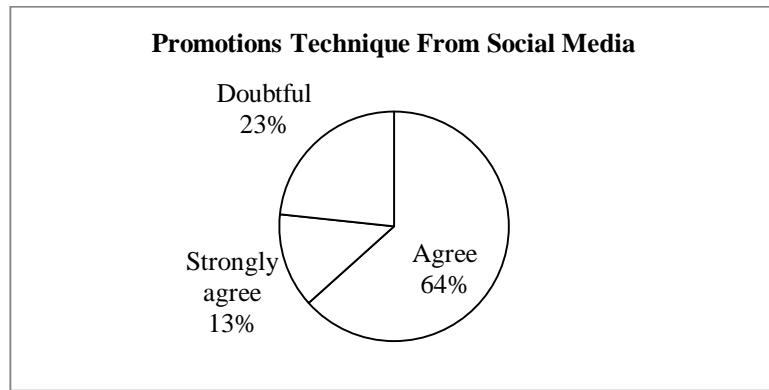


Figure 6. Promotions Technique from Social Media

Figure 7 states that as many as 53% of the population agree that they take digital marketing training to grow their business. However, on the other hand, 28% stated that they did not agree or did not need to take part in the training, 14% expressed doubt, 3% strongly disagreed and 2% strongly agreed. So, the results of the study show that housewives take digital marketing training in order to develop their entrepreneurs.

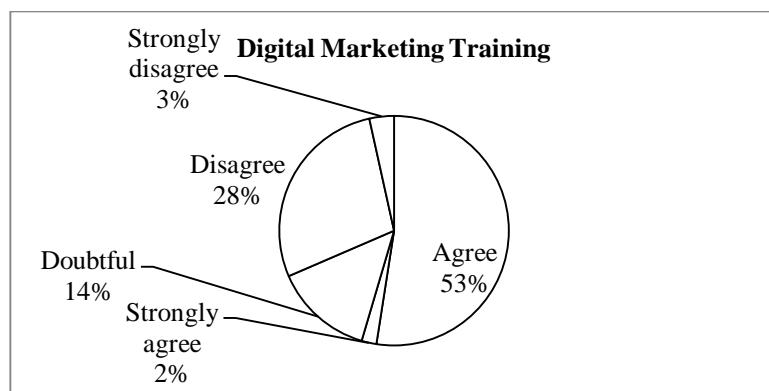


Figure 7. Digital Marketing Training

Figure 8 shows that 64% of housewives agree on an increase in sales through social media, 21% strongly agree, and 15% of housewives express doubt.

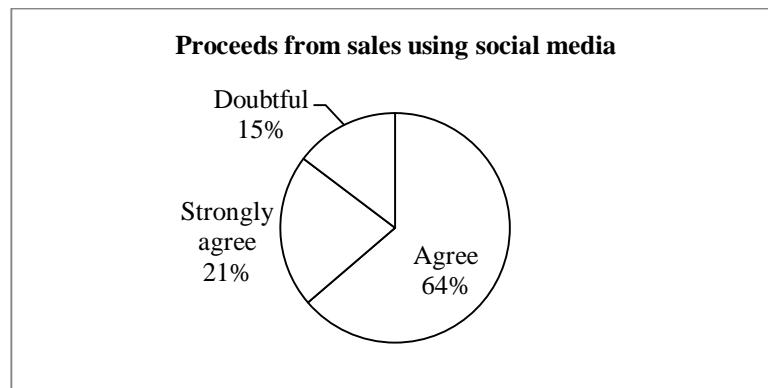


Figure 8. Proceeds from Sales Using Social Media

DISCUSSION

From the results of this study, it can be seen that the mapping of digital literacy skills possessed by housewives in promoting their business. There are 3 competency indicators, as explained by Mayes & Fowler (2006), namely: level 1 digital competence, level 2 digital use and level 3 digital transformation [13], [14].

Level 1 (Digital Competence)

The housewives in this study have all used digital media in this case social media for promotion. There are those who use personal accounts to share information related to products being sold. There are also those who create special social media accounts for shops or commonly known as online shops. This shows that women entrepreneurs have an awareness of the function of social media. Housewives already understand that in this digital era, digital competence is needed to build a business, not only relying on conventional methods but combining both offline and online. The housewives in this study used social media such as Facebook, Instagram, YouTube, WhatsApp, twitter, and telegram where they already understood that these media could be used as a marketing tool to get new customers.

Level 2 (Digital Use)

At this level, women entrepreneurs begin to apply their digital competencies for productive purposes. This level involves using digital media to search, find and process information which will then develop solutions to a problem. In this research, the results of measuring the level of digital usage can be seen from the ability of business actors in managing digital media. The results showed that 50% of housewives often seek information about the latest marketing strategies. One way to do this is by observing competitors' social media accounts so they can adopt new marketing methods. They see that social media for selling must be filled with product-related content. So that housewives start sharing content in the form of product photos or videos that are equipped with interesting and intriguing descriptions. Apart from products, respondents also shared promotional activities such as attending culinary

festivals or exhibitions, as well as business-related achievements, including news in print or online media.

Level 3 (Digital Transformation)

Digital transformation is the final stage, where individuals are able to use digital media to innovate and create creativity so as to stimulate change for the surrounding community. The ability of business people to innovate is influenced by their level of knowledge of the importance of digital marketing. According to the results of the study, there are 53% of housewives who have attended digital marketing training where they were taught how to make a profit by utilizing internet technology. It is proven that the respondents feel the benefits after using digital media, it can be seen from the data which states that 64% of housewives have experienced an increase in sales. One form of innovation made by business actors is the use of social media not only as a promotional medium but also used as a research medium to find out what products are trending or liked by the community, so that the dominant respondents do not only sell one product but have other alternative products. In addition to innovation in terms of products, women entrepreneurs also pay attention to the appearance of packaging which is considered not only as a wrapper but has a value that is trying to convey to consumers so that they can be remembered as a brand identity for a store brand.

CONCLUSION

Based on the research results from the discussion that has been presented, the conclusion of this study is that the level of digital literacy of housewives in entrepreneurship is high at the digital competence level, where housewives have realized the importance of using digital media as a reliable promotional tool. Meanwhile, at the digital usage and digital transformation level, it is quite high where housewives have the ability to manage digital media in business activities and innovate to provide convenience to a wide audience.

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