

Rural Women's Creativity in Using Social Media to Maintain Life

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Abstrak. Social media as one form of the 'new media' era makes it easy for humans to access various information easily, economically, anytime, anywhere without time and space limits. Based on this principle, this study aims to describe the use of social media to improve the creativity of rural women in maintaining their lives. The research method used is a descriptive method. Data were collected through interview and observation techniques. The results of this study indicate that after utilizing social media, women in rural areas experience sufficient knowledge changes so that it can be seen from the ability to develop ideas to make traditional food in their area according to market share. Also, the impact of the accompaniment, they have a more resilient, patient, diligent, willing to take risks to increase production and income, participate, are good at reading market situations, and can use time efficiently, so they have a positive mentality towards work. From this study, the researcher suggested that there be coordination between policy stakeholders in the village, PLS services, and entrepreneurs.

Keywords: creativity, women's empowerment, social media.

1 Introduction

The development of the current technology world is increasingly rapid towards the new media era. This new media includes the use of computers and communication technology [1]. This media has made people enter new lifestyles that cannot be separated from all-digital devices. The use of digital technology (social media, multimedia, and communication) with higher social interactions has penetrated almost every aspect of human life [2]. Technology becomes a tool that helps human needs. A product of this technology is social media. In recent years the development of social media has been very rapid and has changed the map of information dissemination.

These products from the 'new media' digital era have had a big impact on life. Social media allows humans to communicate with each other anywhere, anytime, and with anyone. Social media users can access it using the internet network easily and cheaply. Social media has often been used to help social problems, for example, optimizing the marketing of small and medium enterprises (SMEs) [3].

These advantages that can be used to help overcome the problems of government policy in development involve improving the quality of women's roles. The reality is that in improving the quality of life of these women, many get obstacles [4] which are caused by the following things. (1) the high rate of illiteracy of women, which prevents them from accessing employment / business opportunities; (2) there is a cultural value belief that views women as

housewives (domestic duties) so that they do not need to seek economic life because it is men's duty; (3) the lagging level of women's education has an impact on the low quality of life of women; (4) the existence of discrimination in treatment and policy towards women in conducting productive business; (5) lack of a spirit of competitiveness and courage among women due to inequality in the treatment and views of the community towards women, thereby reducing the level of achievement and participation of women in various fields of development; (6) limited opportunities given to women in carrying out various fields of development, so that the creativity and innovation of women in the development process is not optimal.

All the limitations of these women must be a concern because the role of women in rural areas is complex. They are resilient workers outside the home without ignoring their functions as wives and mothers at home. With this fact, the demand for improving the quality of the population of women, both attitudes and skills, must be prioritized.

Based on the background above, the author has the research objective of utilizing social media as follows: (1) increasing knowledge and technology through improving vocational skills; (2) disseminating knowledge and technology through improving vocational skills; and (3) fostering community creativity in solving problems by utilizing the potential of resources and community institutions.

2 Literature Study

2.1 Literature Study

2.1.1 The Using of Social Media

Social media is an internet-based application in the form of production and consumption of news information, both text, audio, visual, and audiovisual that is used by humans to interact socially easily, economically, and without limits of space and time [5]. Products from 'new media' this digital era have had a big impact on life. Social media allows humans to communicate with each other anywhere, anytime, and with anyone. Social media users can access it using the internet network easily and cheaply. Social media has the following characteristics. 1) collectivity; 2) Connectivity; 3) Completeness; 4) Clarity; and 5) Collaboration.

2.1.2 Empowering Rural Women

Women's empowerment cannot be separated from the general concept of community empowerment. To be able to understand the concept of community empowerment we need to understand its style. Some features of empowerment are (1) Human dignity, developing human dignity, potential, and energy; (2) Empowerment, empowering both individuals and groups; (3) Participatory, and (4) Fair [6]. Meanwhile, the philosophy of community empowerment includes: (1) helping oneself (self), (2) always looking for and finding joint solutions, (3) there is assistance (technically and practically), (4) democratic, and (5) fertilizing the emergence of local leadership.

The aspects of empowerment include physical, intellectual, economic, political, and cultural. Thus empowerment includes total human development. Meanwhile, participatory and fair aspects include (1) having the same right to gain access to resources and social services, (2) concerning basic rights, (3) developing in equality, (4) profitable, (5) with regard to desire or even individual needs to take part in the common interest, (6) optimally utilize but naturally what has been created in this world, (7) more moral than legal, and (8) closely related to human needs in particular

One of the causes of women's helplessness is gender inequality which drives the decline of women's roles and positions in society. Gender differences should not be a problem as long as they do not present gender inequality. But these gender differences create various injustices, both for men and women. Therefore, there are several important components that need to be considered in an effort to empower women, namely (1) strong organization and leadership, (2) knowledge of women's human rights issues, (3) determining strategies, (4) large groups of participants or supporters , and (5) communication and education. Meanwhile, one of the efforts in empowering human resources, especially women, is through the cultivation and strengthening of the spirit and practice of entrepreneurship.

3 Method

The purpose of this study is to describe the effect of using social media on the creativity of rural women in maintaining their lives. In this study, the author tried to collect data on a group of rural women, a system of thought in the present by analyzing and classifying data from observations and interviews. This method is used to get an idea of the activities of rural women in maintaining their lives. The data sources that we have taken are some mothers who have odd jobs as traditional food makers in a village in Garut, Indonesia.

4 Result and Discussion

From the results of observations and interviews with data sources, the following results can be stated.

Table 1 The result of observation in using social media and making food

No.	Data Source	Shape	Taste	Colour
1.	SD 1	Good	Very delicious	Good
2.	SD 2	Good	delicious	Good
3.	SD 3	Very Good	delicious	Good

From the analysis results, it can be seen that the ability to make their traditional food is in the good to very good category. After they utilize technology, the three data sources finally have a standard for the food they will sell.



Fig 1 The effect of using social media

Figure 1 above shows that there is an effect of accompaniment that makes them more resilient, patient, diligent, willing to take risks to increase production and income, participate,

be good at reading market situations, and can use time efficiently, so they have a positive mentality towards work. This is in accordance with the benefits of social media [7], namely that social media communication will have an influence on (1) trust, values and attitudes; (2) worldview; (3) social organizations; (4) human nature; (5) activity orientation; and (6) perceptions of self and others.

Furthermore, related to entrepreneurial attitudes, data sources also seemed enthusiastic to develop their business. The mental attitude in responding to business in the field of food such as self-confidence, working hard, independent, optimistic, looking at risk as part of success, responding to suggestions and criticism, innovative and creative, and having a forward-looking future in carrying out its business seems obvious.

After they use social media, the data sources have no difficulty in developing business because mass communication consists of messages transmitted to the target audience that is clear and widespread, using newspapers, magazines, television, radio, and the internet [8]. This has a positive impact on sufficient knowledge in planning, managing, seeking opportunities, and especially optimism and forward-looking to achieve a better future.

At the beginning of the study, from the results of observations and interviews, we did appear the desire of the data source to return to previous work, namely working in the fields or other odd jobs. They assume that previous work also provides additional income for their daily lives. But with various explanations, also motivating in trying, they also have the desire to be able to survive in developing their business by the abilities they have learned. Meanwhile, in the education program for making *rengginang*, it was found that data sources could develop their businesses by the skills held in groups, even though the scope was not yet broad and still small scale. They make *rengginang* with various flavours and forms, with marketing installs in Panawuan Village, also to Cooperatives in the city.

Based on this meeting, program planning needs to consider the various impacts of the program carried out rather than merely providing data sources with capabilities according to learning outcomes, but building conditions that support the successful use of WB learning outcomes so that the improvement in the quality of the economy is only at the level of developing individuals quickly and on target at a larger level of society. Thus, the problem of poverty faced can be overcome effectively and efficiently.

In this study, it is good to observe [9] regarding the age of the object of this study, their age is between 30-55 years so that they will have specificities such as (1) adults are motivated to learn according to their interests and needs; (2) orientation of learning for adults is life-centred; (3) experience as a source of wealth for adult learning; (4) adults expect to be on their own; (5) individual differences between individuals develop according to their age. Thus the determination of these activities in the implementation has identified the needs in accordance with the objectives of adults and it can be seen that the programs needed are activities that are oriented towards their survival, which utilize local potential in this case processing of rice-based food.

Based on the results of the study it can be formulated the development of a model for the implementation of activities that can be used as a reference in the future, as a form of development so that rural women can be empowered to sustain their lives as follows.

In the pre-implementation stage, activities need to be carried out which include: (1) Identification of needs carried out together with the target group; (2) Supported by relevant and objective data; (3) The need for activities considering the relevance of employment; (4) The selection of educated groups is more considerate of various aspects such as interest, motivation, and commitment; (5) Determining the facilitator to consider his competence and commitment; (6) Learning facilities are carried out by considering the principle of conformity,

completeness, and ease of use; (7) Learning materials are arranged in accordance with the objectives of the program, challenging, and integrated between the lives of the community members; and (8) Before the implementation of the program, an assessment of the preparation stage needs to be carried out carefully.

At the implementation stage it is necessary to carry out activities that include: (1) the process of learning activities carried out in various ways (methods) both theoretical and practical; (2) learning is done by emphasizing mastery learning; (3) the learning climate is carried out in an atmosphere of intimacy and equality; (4) utilization of learning resources that are suitable for use in the community; (5) educational learning services need to be developed; and (6) an assessment of all these activities needs to be held.

In the post-implementation phase activities need to be carried out that include: (1) assessment of learning outcomes carried out with the principles of relevance and objectivity; (2) assessment of learning outcomes using accurate data and valid and reliable instruments; (3) assessment needs to be carried out in collaboration with other competent parties to ensure the graduates' success is not merely a formality; (4) material and / or moral support is carried out in order to develop an attitude of independence from the students in practicing their abilities; (5) cooperation networks with partners who act as donors, mentors, assistants, recipients of labour, etc. need to be done; (6) forming or developing social institutions that have an empowerment function, which can be used as a place for guidance, business development and exchange of knowledge, and (7) assessment of all these activities needs to be held.

5 Conclusion

From the process of collecting, classifying, and analyzing, the writer can conclude the following: (1) The use of social media can be done to improve vocational skills; (2) Social media disseminates knowledge and technology through improving vocational skills; and (3) The use of social media can foster the creativity of the community in solving their life problems by utilizing the potential of resources and community institutions. Activities that have been carried out by the data sources run quite well seen from the components of context, inputs, processes, and products. Meanwhile, on the impact component, they can practice the competencies they already have in the business world due to various factors that influence success both from the learning population, the learning process, and the environment. This condition shows that the implementation of activities can optimally reduce the level of poverty quickly, thoroughly and beneficially.

The suggestion that the author can point out is the need for structured activities such as training in the use of social media in empowering rural women to be able to improve their life skills. This can be done by synergizing and coordinating with related institutions, such as PLS, Village, Village Unit Cooperatives or cooperatives/shops/ supermarkets that can accommodate the results of their training. Therefore, the implementation of the activity program needs to be based on the idea that programs must produce quality graduates, market-oriented learning, and programs that benefit individuals and the community so that the stages of program implementation need to be carried out in a quality manner.

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