

Women Empowerment Through E-Commerce Training

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Abstract. Small and Medium Enterprises (SME) have a significant role in the economy of the country, both in contributing to the Gross Domestic Production and total employment. One problem faced by SME is the marketing for this product because product marketing is done by personal selling or media exhibition.

The method of this research uses the descriptive method with a qualitative approach. It aims to determine the woman empowerment by e-commerce training. The research subjects consisted of nine women as an SME manager, which is SME handicraft. The research data obtained by observation, interviews, and documentation. This research held on February-March 2017.

The results showed that women managers of SME already understand and know that online marketing is essential. Through this training, managers of SME learn how to used their android based phone cellular to sell their products. The final goal is managers of SME can make a web for their products operationalize, and care of the internet. It aims their products to become more popular and increasingly not only in the local market but also the international market because it could be accessed by many consumers.

Keywords: Women's Empowerment, E-Commerce Training

1. Introduction

Development is a planned effort in improving people's welfare. The problem of poverty and unemployment in Indonesia is a complex and multidimensional problem. Failure in the process of poverty alleviation and unemployment occurs due to a lack of understanding of the causes of poverty itself. Therefore it takes a strong effort to open the bonds and obstacles that bind most of the people of Indonesia in a state of deprivation and backwardness due to poverty.

One of the implications of efforts to tackle poverty is to intensify the Economic Democracy through the emergence of small business units called Small and Medium (SME). Generally, for developing countries as Indonesia SME is one of the economic roles for absorbing large amounts of labor and improving income distribution evenly.

SME has its strategic contribution to employ and increase income distribution which has not been having full support from Government. Some SME has less considered and have not received the attention and optimal policy from government. It because government prefer to encourage large scale business [1].

Surabaya has excellent potential that can contribute to the regional economy. The excellent potential of Surabaya is a product derived from small and medium enterprises (SME) [2]. This effort not only functions in the absorption of labor but proved as a form of business activity

that has the flexibility with the socio-economic conditions of society. Some excellent products include food and beverages, apparel, handicrafts, and processed seafood, handicraft has been regarded as a reliable commodity, but to increase local financial resources in its management is still not optimal. It needs government support, especially the local government in Surabaya.

The role of related local government is the Department of Industry and Trade of Surabaya which can make improvements to the condition of handicraftsmen in terms of giving way and as a distributor as handicraft product. The sustainable empowerment effort by Surabaya Industry and Trade Office is very important, considering the effort to make handicrafts in Surabaya better in the global market in Indonesia.

SME Handicraft in Surabaya, especially in Tegalsari, Wonorejo is an area of SME Handicraft that built by Department of Trade and Industry Surabaya. SME Handicraft in its development still uses simple tools and understanding that still less about the model that is a trend in the market both domestic and global.

One form of other support for SME Handicraft Surabaya can penetrate the global market is to assist how the marketing strategy of handicraft products to be superior. Currently, to introduce the product to the community, the group of SME Handicraft in Wonorejo is carried out in various ways such as through personal selling and participation through several exhibitions and related institutions such as malls or exhibitions held by Disperdagin Surabaya. However, there are still some obstacles faced by the craftsmen in the area such as problems in terms of marketing, especially through the Internet because of the lack of promotion so many people who do not know, and price competition and also unfair traders competition. The hope for the future of this SME product can be better known by the community. [3]

Some SME in Surabaya has not utilized the sophistication of digital technology to support the marketing of their products. By utilizing the internet, they can offer products nationally and even reach the international market [1]. By using the internet, marketing and sales process can be done anytime without being tied to space and time [4][5]. Based on the ability of the web/internet that can transmit various forms of data such as text, graphics, images, sound, animation, or even video, then many businesses are utilizing this technology by creating a homepage to promote their business [6]

The main problem faced by SME is marketing [7]. Marketing with conventional methods requires high costs, such as opening new branches, participating in exhibitions, making and distributing brochures and so forth. The expansion of the internet has become an effective means to open up new marketing channels for SME products. In addition to the relatively cheap cost, by utilizing the Internet, the dissemination of information will be faster and wider reach [8].

In response to the phenomenon, it is important to empower the woman managing the SME through e-commerce training. E-Commerce or so-called Internet Commerce has the same meaning, which means a way for a consumer to buy the desired goods online through the Internet network. E-Commerce can also be defined as a process of doing business by using electronic technology that connects between companies, consumers and society in the form of electronic transactions and the exchange/sale of goods, services, and information electronically [9].

Empowerment is important because empowerment is a process whereby people become strong enough to participate in various controls over events and institutions affecting their lives so that in the process of empowerment, people who acquire sufficient skills, knowledge, and power can influence their lives and the lives of others [10].

Therefore, through e-commerce training is expected to manage SME Handicraft Wonorejo, Tegal Sari where the managers are housewives can be more empowered to utilize social media or even have a personal web as a media to market their products and services.

2. Method

This research used descriptive research with a qualitative approach. A qualitative approach is research which is then processed and analyzed through a detailed explanation for the further conclusion. According Arikunto qualitative descriptive method that is as the process of research in the form of words written or spoken is not a number [11].

Data collection techniques used are observation, interview, and document analysis. Observations made in this study is a systematic observation or structure that is to observe directly to the object of research related to the activities of the proclaimed program related to e-commerce training. Also, apply the method of interviewing by asking some questions according to the interview guidelines that have been made.

The subjects of this study were nine women as managers SME Handicraft as well as housewives. The age range is between 30 to 45 years, which is unable to use online media as a media promotion of its products.

Data analysis technique in this research is qualitative descriptive analysis, that is effort done by working with data, organize data, choose become unit that can be managed, operated, searching and finding a pattern, find what is important and what is learned, and decide what can be told to others. [12]

3. Result and discussion

3.1 The condition of SME Handicraft in Tegalsari

Tegalsari is one of the sub-districts in Central Surabaya, which has five urban villages: Kedungdoro, Keputran, Tegalsari, Dr. Soetomo, and Wonorejo Tegalsari has 331 neighborhood association and 52 citizen association. Because it is located in the center of Surabaya, Tegalsari becomes one of the densest areas in Surabaya.

SME handicraft in Tegalsari Surabaya, made by the community of housewives who are skilled at making crafts. Initially this craft only as a hobby. But now these housewives can make a decent selling product. Handicraft is now not only as a hobby, but it can be a source of fortune.

SME Handicrafts started in pioneering since 2004 until now produces various products and continue to get coaching from the Department of Trade and Industry (Disperindag) Surabaya. The gathering place of this SME is located in Wonorejo, Tegalsari Surabaya.

Some of the products that are usually sold in the market and produced continuously include Tudung Saji, Painting Wallet, Hand Sweep, Table Ornament, Tissue Box, Party Bag, Brass, Wallet, Fan and other handicrafts

3.2 Empowering Women Through E-Commerce Training

Empowerment woman program is very important, not only as an effort in improving the family economy but also means in the development of self-potential. The hope can be a more productive person and can sustain and help meet the needs of his family or himself. The target of this training is housewives who have business incorporated in SME handicraft. This

training teaches the housewives how to use online media as a means to promote the goods they sell.

Based on interviews with the coordinator of SME handicraft that the housewives who have business handicraft is not fully understood about the utilization of online media in promoting its products. During this only rely on the exhibition as a means of sales promotion. Previously, housewives who have handicraft business was once directed to have started utilizing online media in the process of selling products, but still can not in the application.

Based on these baseline data, researchers decided to help mothers managing SME handicraft to assist the development of their knowledge through e-commerce training.

The training methods used in this training are lectures and direct practice with the proportion of 30% using the lecture method, while 70% more using the practice method. Hopefully, the housewives can learn more quickly, responsive and understand with what is delivered. The training is held once a week on Fridays for almost two months, February-March 2017. This training begins by providing an introduction to how important it is to utilize online media as a means of product promotion. Learning is directed by still using Android-based mobile phones, not laptops. This is because the average of them does not have a portable computer. Although only using Android-based mobile phones, the training process is still directed to making the web business (using WordPress).

The success indicator of this program can be measured from the extent to which its learning residents can absorb and implement the results or skills acquired during the training of e-commerce, namely the mastery of the housewives to the material presented. In general, data on the success of this program is that there are six of the nine mothers managing handicraft already familiar with the use of online media and start promoting the products they have, whether through Facebook or blog.

Specifically, there are six of nine SME Handicraft managers have been able to implement training materials in promoting their products. One of six of SME Handicraft managers can create a blog and try to practice it in promoting the products it sells. Based on her success on operating blog as marketing media, becomes a good effort for other SME managers. Hopefully, she able to teach other SME managers to create the web privately. It because blog or website will be a shortcut to introduce their products brands globally and internationally.

3.3 Factors inhibiting the Implementation of e-Commerce Training

- SME Handicraft managers already assume that there are too old for learning, especially IT knowledge and operate modern production technology and also mastering recent issues which are currently booming
- Operating handicraft business is only as a hobby in their leisure time, not as a priority. It because SME managers loved to be fully housewife.
- Handicraft product is less of Innovation. It because SME managers have no guidance for improving their products.
- The motivation of SME handicraft managers is still fluctuating related to the use of online media in sales promotion because of not many orders online.
- Less capital to improve their business
- Support e-commerce only by mobile phone with a standard capacity

Overall Referring to the results of the research empowerment of women through e-commerce training has been successfully performed well.

4. Conclusion

Based on the research that has been done got a result that women managing SME already understand that online sales are very important. Through this training, SME managers to understand the importance of following the world of technology continues to grow today. Through this training, SME managers through learning to make the web, operationalize, to take care of the web to continue to be accessible by many people for their SME products increasingly in demand by the community. It is expected that the products underdeveloped by SME are increasingly recognized not only in the local market but also internationally.

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