

Growing the Entrepreneurship Spirit of Women Through the Optimization of the Use of Information Technology in Family Members

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ABSTRACT

This study aims to look at the personal characteristics of research subjects, a picture of the entrepreneurial spirit, utilization of digital information technology in entrepreneurship, policy interventions in the adoption of digital information technology. This study uses a qualitative description approach by selecting housewives with weak economies as research subjects who live around RW 02 Pasia Nan Tigo Village, Koto Tengah District, Padang City. The results showed that women who attended this training were rarely even the first time they attended entrepreneurship training, economic conditions that depend solely on their husbands, and relatively large family responsibilities with a relatively large number of children, the use of information technology to build entrepreneurial spirit is still minimal, and the lack of facilitation from the government, NGOs, and universities in providing strengthening use of information technology access to develop an entrepreneurial spirit.

Keywords: *Entrepreneurial spirit, information technology, and family members*

1. INTRODUCTION

Digital communication technology is technology based on computer electrical signals, the signal is intermittent and uses a binary number system. These binary numbers will form codes that represent certain information. With the digitization process, the information held will be converted into a series of binary numbers that form information in the form of digital codes. This digital code will later be able to be manipulated by a computer.

In the use of digital information technology, many of the benefits are multiplayer effects, but many things are sacrificed, for example the use of human labor, requires large capital at initial investment, and the development of technology itself is very fast which cannot be matched by the speed in the process of adoption by the community. The next question is why information technology needs to be introduced to marginal communities, especially women from weak economies, even though the patterns of life of weak economic women seem to be comfortable with existing conditions (psychology well-being) (Wikanestri and Prabowo, 2015), they don't want to think hard with the development and use of information technology which is flourishing as it is today.

Lately competition in entrepreneurship requires so much energy, especially energy to create the broadest information network. This is related to product

development efforts, market expansion, capital gains, and various other business-related activities. If Indonesian women do not take part in the realm of information technology development, they will surely become victims and be increasingly crushed by the progress of the times. Therefore they must have a strong entrepreneurial spirit and be able to adjust to the challenges and needs of the times. One of these efforts is to continue to hone an entrepreneurial spirit.

Entrepreneurship is the ability to create something new and different (creative new and different) through creative thinking and innovative action to create opportunities (Suryana, 2003). Entrepreneurship begins with the process of imitation and duplication, then develops into a process of development and ends in the process of creating something new and different. The stage of the process of creating something new and different is what is called the entrepreneurial stage. The innovation stage is influenced by various factors, both those that originate from personal factors and environmental factors. Personal factors that trigger entrepreneurship are achievement motives, commitments, personal values, education and experience. While the triggering factors originating from the environment during the innovation period are opportunities, role models and activities (Yuliani, 2019).

In another Sukirman (2017) said that difficulties in trying need to be anticipated by conducting empirical testing through studies of the spirit of entrepreneurship, entrepreneurial values, and studies of entrepreneurial behavior that can affect the process of achieving business independence. The results of his study indicate that income expectations, family environment and entrepreneurship education (partially) have a positive and significant effect on student interest in entrepreneurship. Income expectations, family environment and entrepreneurship education (simultaneously) have a positive and significant effect on a person's entrepreneurial interest. Suarjana and Wahyuni's research (2017) revealed that income expectations, family environment and entrepreneurship education (partially) had a positive and significant effect on entrepreneurial interest. This means that income expectations, family environment and entrepreneurship education contribute simultaneously to the interests and spirit of entrepreneurship.

There has been a lot of discussion about policy interventions to promote the welfare of women with weak economies, both by the government and by social institutions. For example, some local governments have recently implemented the Simgakin website which is oriented towards accelerating decision making towards various policies related to empowering poor families (Maifizar, 2016). However, these various government policies have not yet fully touched the root of the problem, namely the limited families of weak economic women utilizing information technology to support life processes and to be able to escape poverty. Weak utilization of information technology proves that they do not have a high entrepreneurial spirit.

Mirjana et al (2019) prove in their research that in the condition of the extraordinary progress of the business world which is supported by information and communication technology, various parties will compete fiercely. This competition will only be overcome by those who experience the necessary changes. This change is reflected in the interconnection of the social environment, with universities and industry. In connection with that, Fatoki (2019) in his research found that business management should be done happily and needs an inspiration process, if it is managed with high stress, entrepreneurial success will not be maximally obtained.

The entrepreneurial spirit is one of the parts studied in social psychology, where social psychology is a branch of psychology. Special psychology often examines matters relating to specific matters in psychiatric activities, whereas general psychology only explains the activities of human activities in general (Gerungan, 2010).

To foster an entrepreneurial spirit is not possible to be born by itself without the support of family members. As a family that is empowered naturally the

role of all family members is enhanced. Especially for women who have high entrepreneurial spirit needs to be supported by other family members, especially in providing information related to business development. In principle, as a solid family, the members of the nuclear family (acting as husband and children) and some people who gather and live together in a place under one roof are actually parties who live in conditions of mutual need/dependency.

2. METHOD

Research Subject and Location

As the subject in this study were weak economy housewives who had or had never received entrepreneurship training and lived around RW 02 Pasia Nan Tigo Village, Koto Tangah District, Padang City. As research subjects, they are as the main source of research data, namely as a party that has data about the variables or problems under study which in turn will be subject to the conclusions of the research results.

Collecting Data

As a qualitative study, data collection in this study uses focus group discussions (FGD) and in-depth interviews (in-depth interviews). Besides FGDs and interviews researchers also use a variety of other data collection techniques, namely through observation and recording to ensure the results of research are neutral and can be described real conditions and further guarantee the truth of the data (Bungin, 2013). The combination of various data collection methods used is aimed at ensuring that various information can be explored more deeply so that researchers can understand the situation and condition of the research subjects' families, their abilities in entrepreneurship, and the use of information technology that has been used for entrepreneurship along with obstacles and ease in the use of information technology.

As the key informants in this study were women themselves housewives who were and had attended entrepreneurship training. To get complete information, the FGD method was conducted to discuss some interesting things, carried out together with community leaders, village officials, and core families of the research subjects. This information gathering is carried out continuously using the snowball approach (snowball sampling) and triangulation method.

Analysis Data

As a qualitative study, there are several stages of data analysis used, namely the stage of data reduction, the stage of data presentation, the stage of data triangulation, and finally the stage of drawing

conclusions. Through a series of data analysis researchers conducted the process of data selection, focusing, simplifying data, abstraction and transformation of basic data contained in interviews and written records. This process continues continuously during research and data analysis until the triangulation process is completed (Miles & Huberman, 2005). Furthermore, each narrative is presented based on a different approach to the problem in order to justify and guarantee psychological knowledge through reliability and validity, generativity and foundation, and discourse and reflexivity (Henwood & Pidgeon, 1994)

3. RESULTS AND DISCUSSION

Personal Characteristics of Research Subjects

Many research results show that education is an important factor to improve the welfare of a person, family, and nation. Limited access to education experienced by a person is caused by many factors, one of which is a family factor that does not understand the importance of education, both formal and non-formal education. Thus a low level of education will have an impact on low family income, weak access to information resources, and will ultimately affect the welfare of the family itself.

Based on the personal characteristics of the subjects studied, in general they have a diverse education, ranging from completing elementary school to having an undergraduate degree, but the dominant research subject has a junior high school education. Nearly half of them use an Android-type mobile phone that allows them to be able to access various digital information through an internet network that is available quite widely in this region. With the distribution of education like this it is very possible that they get enough information, especially to enhance the spirit of entrepreneurship in order to develop certain businesses to support the family economy.

Viewed from the aspect of the number of children they have, in general they already have children who are teenagers, and some even have become students and work. This condition allows their children to help the inability of these mothers in using digital communication facilities where internet-based digital communication is a major part of their teenage children's lives today. However, the fact was found that most of them did not use the opportunity because with various reasons, for example, they did not want to bother and interfere in children's personal affairs. After raising awareness about the importance of using digital information technology that is shared within family members, the entrepreneurial spirit of women in this area begins to grow and increase.

Judging from the aspect of entrepreneurship training they participated in, most had never attended training. There are a small number of participants in this business development program who have attended entrepreneurship training but the material obtained is only limited to socialization or a short workshop. It seems that the learning outcomes of this training are only limited to increasing business knowledge, not yet seen significant changes in entrepreneurial attitudes, let alone business skills. Therefore, in this training they appear to be more serious in following each phase of the training because before the training has been carried out light observation and limited interviews in advance to determine the main needs of entrepreneurship. Besides that the program offered is also based on local needs and there is a marketing guarantee if the product produced meets quality standards according to market needs.

After going through several stages of the training above, the entrepreneurial spirit of the trainees began to appear. This is proven by the large number of target groups asking for follow-up programs after training, how to get venture capital and how to penetrate more open markets. But to answer the magnitude of the entrepreneurial interest needed further coordination and facilitation with relevant parties in order to remind policy interventions to foster entrepreneurial spirit and business skills in this region.

Description of the Entrepreneurial Soul

Generally women with weak economy do not know where to start a business. This is due to the limited entrepreneurial information they receive. As a beginner in doing business, the first thing that must be owned is the entrepreneurial spirit itself. By having an entrepreneurial spirit, a person will be better able to start a business that will be established and be more able to survive running the business (Nursiah et al, 2015)

The experts have formulated a lot of effective forms to foster entrepreneurial spirit, even though the results are not as expected. Therefore to grow the spirit of entrepreneurship requires a process (Suherman, 2008). This means that the various opportunities and potentials that exist can be utilized to the maximum, both on themselves and on the environment. One such environment is the family environment itself, which is all the resources that are in the family members. Even though their parents do not understand digital information technology, for example, how to use computer devices, Android mobile phones, the potential of children and core siblings can be used to sustain the acceleration of access to information that is developing in cyberspace.

Wahyudin (2012) explains that the entrepreneurial spirit appears when a person has achieved psychological independence, where psychological

independence includes three aspects, namely emotional independence (emotional autonomy), independence to act or behave (behavioral autonomy) and value independence (values autonomy). Based on the results of observations and interviews in the field, the entrepreneurial spirit has not been clearly seen because indeed they have not run a business full-time and even do not have their own business at all.

In the initial stages before the training begins, their self-confidence is still low and begins to gradually increase after attending the training. Some phenomena that appear after they take part in training and try to communicate with all family members are that they appear more confident in planning for future business, trying not to rely too much on their husbands or other parties, reducing the nature of individuality, and building a sense of optimism. They also began to show attitudes to the need for achievement, oriented to the value of economic benefits, have a strong drive to try, increase initiatives for self-development.

Actually there are some mental attitudes that can build an entrepreneurial spirit including growing self-confidence, results-oriented work, dare to take risks, the nature of leadership, seeking renewal, and future-oriented (Yuliani et al, 2019).

In this research, an important meaning can be drawn, namely that the women in Pasia Nan Tigo Village have the potential to be entrepreneurs, but their entrepreneurial spirit has not been well honed. This is evidenced by their enthusiasm in the training at an early stage, but at the follow-up stage they are still confused about establishing their own business or forming a joint business group, even some of them still think the training they received is not in accordance with their interests and talents. Therefore, training or business coaching given in the future must be sustainable and adjusted to the interests, talents, and potential of the family, natural environment and socio-culture inherent in them.

Utilization of Information Technology in Entrepreneurship

At present the use of information technology has become an inseparable part of society, even the weak economic community has made use of information technology, at least the use of digital communication tools together with other family members such as asking for help from a husband or husband to find new information. That is, the Indonesian nation lately can be said to be in the process of heading towards a digital-oriented society.

The use of digital information technology is closely related to the improvement of product quality, marketing (digital marketing), and the absorption of other information which in turn is beneficial for the development of the entrepreneurial spirit. Some digital

information technology that can be used to send and receive news is a website where information on the website can be loaded more fully. Apart from that, what is also known as content marketing is like posting and captions on Facebook, Instagram, Twitter, good videos uploaded on YouTube, and other social media. Social networking media as mentioned above are already very busy used by hundreds of millions of people around the world, where social media is a place to interact with each other without being limited by space and time.

Other digital information technology media that can be used to find important information include Search Engine Optimization (SEO) such as Google, Yahoo, and Bing. For business development a lot of content can be optimized through SEO to get a lot of website visitors who can become opportunities as prospective customers. In addition to the social media above, other media that are commonly used by the public to convey and receive information are via email.

The same condition was also found in the lives of research subjects, where most of the training participants had already had internet or digital-based smartphones. Even if there are among those who do not have an android communication tool, but their children and husband already have this digital communication tool. But smartphone ownership has not been effectively utilized by mothers to enhance entrepreneurial spirit. The information sought through digital communication tools is more for consumptive needs, not yet much directed to find information related to the development of new businesses and the development of other entrepreneurial spirits.

Therefore, it can be formulated that based on the results of observations and interviews in the field of the use of digital information technology by women to improve the spirit of entrepreneurship as well as to sustain business continuity, it has not yet been apparent. The use of digital communication technology is currently only for the delivery of information or news to other parties, both in the form of direct news or in the news in the whatsapp group, and in small part on Facebook or Instagram.

Policy Interventions in Adoption of Information Technology

There are four important elements that can be highlighted as interventions in accelerating the use of digital information technology for women through all family members. Among them are the role of government, the role of education circles, the role of business and trade organizations, and the role of civil society organizations (NGOs).

Lately, the Indonesian government through the ministry of information and communication has

launched a superior program to accelerate the use of digital information technology in the community, namely the construction of the palapa ring in the form of the construction of 12,148 km of optical fiber networks throughout Indonesia. The last five years have also been intensively built rural internet networks with mobile mobile internet services that can reach far into remote villages (Ministry of Economic Affairs Republic of Indonesia, 2019).

However, the government realizes that the most important policy is how this digital information technology development policy can provide maximum benefits for small and medium businesses and local human resources. Therefore, strategic steps are needed, among others: 1) digital literacy and adoption programs for the entire community to balance the internet penetration of the Indonesian people is currently quite high, reaching 54.68% or 143 million people; 2) support for innovation systems so that Indonesian human resources can continue to bring up innovations that provide benefits, improvements and economic growth in the community.

Based on field findings, it is known that government intervention is only limited to the provision of general regulations related to the continuity of internet network service provision to all operators. Communication signal services by all operators can be said to be very good because it can be enjoyed by all research subjects. This condition is possible because they live in an area not too far from the city center and are in a densely populated residential area.

Based on observations and document studies, it can be concluded that sufficient internet services available to all operators have not been followed up with a fast and appropriate policy by the government at the lower level, namely the Sub-District and Kelurahan that deal directly with their citizens, especially as an effort to increase the entrepreneurial spirit of women. Until now there has not been found a village and sub-district website that can be used by these women as a medium for entrepreneurship education, product promotion, and building a partnership network. Likewise, the socialization program, workshops, counseling and the like have not been done much by the government in accelerating digital literacy literacy in the family.

In addition to the weak policy interventions from the government in increasing the use of digital literasi for the development of women's businesses, the same thing is that education circles (universities) also rarely do the same thing, so do business and trade organizations, and civil society organizations (NGOs) rarely do coaching to the public to accelerate the use of digital information technology access to support community businesses. Even though universities, companies with their CSR, and non-governmental organizations have conducted community service

programs, these activities are limited to workshop, counseling, or limited guidance, not based on the results of comprehensive needs identification, so the program ends with results that are not maximum, not sustainable, and cannot be disseminated to all levels of society in one village

4. CONCLUSIONS

Based on the research findings and discussion, several research conclusions can be drawn, namely:

1. Personal characteristics of economically weak women who participate in entrepreneurship training in Pasia Nan Tigo Village, Koto Tengah Sub-district, Padang City, have an average junior high school education, rarely even having attended entrepreneurship training or the like. They have relatively many family members, financial resources are very dependent on their husbands, rarely even intensively interacting socially with children and other family members in the use of digital information technology for business development
2. The women in Pasia Nan Tigo Kelurahan have the potential for entrepreneurship, but their entrepreneurial spirit has not been well honed. This is evidenced by their enthusiasm in training at an early stage, but at a later stage they are still confused about establishing their own businesses or forming joint business groups.
3. The use of digital information technology by women in this area to improve entrepreneurial spirit has not been seen clearly. The use of digital communication technology is currently only for the delivery of information or news to other parties, either via SMS or in the form of internet-based news directly or in the news in the whatsapp group, and in small part on Facebook or Instagram.
4. In this area internet services are quite available to all operators, but there is no follow-up program by the local government towards families with digital literacy nuances. The village and subdistrict websites have not yet been found that can be used by media as an entrepreneurial education, product promotion, and to build a partnership network

5. ACKNOWLEDGMENTS

We express our gratitude to the research team who have helped the smooth running of the research, starting from the preparation of the research plan, coordination with related parties in the field, data collection, data analysis so that this writing can be compiled. The same thing is also conveyed to the village officials, community leaders and more specifically to women in the Pasia Nan Tigo Kelurahan, Koto Tengah Sub-district who have agreed

to participate in focus group discussions, answer questions in interviews, and help provide data related to research. Likewise, thanks to students who have helped smooth the implementation of research in the field. And so on, an infinite thank you also goes to the leadership of the research institute of Padang State University for providing the budget for conducting this research.

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