

# Literacy of Information Technology for Women Empowerment in Bejiharjo Tourism Village

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**Abstract**—Literacy of information technology for women is the ability to understand, analyze and utilize technology intelligently. Literacy of technology is more than just reading and writing, but it includes thinking skills using knowledge resources to be applied in tourism management and development. The purpose of this study is to raise awareness, knowledge and skills of women in the village tourism in utilizing information technology. This study is action research that begins with the assessment, making the design up to the action. These actions taken using a training and advisory services in the culinary community. The subject of this study consists of 20 women who had had a culinary business services. Data processed by qualitative descriptive technique. The results of this study are; 1) technological literacy activities for women's empowerment include: entrepreneurship motivation, establishing a group of 4 groups with 5 members per group, information technology monitoring training, information technology assisted business management training, and accompaniment 2) tourism village women have awareness, knowledge and skills in utilizing information technology to manage the business.

**Keyword**—Technology Literacy, Women, Tourist Village

## I. INTRODUCTION

Tourist village women have a very strategic role in managing and exploiting the potential of the environment to be more productive. However, there are many obstacles faced by women in exploiting local potential such as women having low access in

terms of capital resources, transportation and information, knowledge and skills owned by women in terms of local potential management is still low. The constraints faced by women are inseparable from the position of women who essentially have three roles: reproductive role, productive role and social role. As a reproductive role women have a function in carrying out the female nature of pregnant, parenting and taking care of the family. In a productive role, women have an opportunity to work in producing goods or services. While the social role of women is the concern of women to help each other.

Although women have three roles that must be run at once in the same time does not close the possibility for women to have opportunities in exploiting the potential of local tourist villages. Research Dermato to (2012) states that women have an opportunity in exploiting the potential of tourism is the provision of tourism business in order to increase self-capacity and develop relationships with tourists. However, tourism village women are also faced with problems in terms of tourism village management due to limited knowledge and skills possessed. Further explained that women still have limited in terms of skill and venture capital. In addition, the condition of society that still bias gender and less intensive coordination and cooperation between related sectors.

Astuti et al (2008) states that the needs of rural women to increase their participation in the field of tourism development vary considerably based on the potential characteristics of the village and

community. Some of these needs include education and training as well as counseling and guidance in the field of attraction/attraction development such as local arts performances, homestay provision, knowledge and skills in tourism business such as souvenir making, catering business, telecommunication/telephone facilities, the development of other tourism services businesses. The opportunities available for rural women in tourism in increasing their participation in the field of tourism development are quite diverse, among others, to open accommodation services (lodging) in the form of homestay in tourist destination villages, packing agricultural produce into a typical souvenir package, cultivate plants ornamented for the souvenir of tourists, presenting agricultural products as typical food products, opening food stalls, making souvenirs, opening souvenir kiosks, providing tourist guide services, forming performing arts groups involving women, opening catering services, etc. in.

Sujarwo, Trisanti & Santi (2015) in his research found that rural women face several problems in increasing their participation in tourism development such as limited professionalism to manage business activities that support tourism, production factor and product marketing is still limited or substandard; cultural background and perception of some rural societies that are still gender biased; limited funds to provide tourism objects and infrastructure, cooperation and coordination between sectors / agencies that are less intensive so that the empowerment of rural women in the field of tourism is still less than optimal implementation

One of not optimizing women empowerment is the process of women empowerment that is still traditional. Women's tourism village empowerment activities have not fully utilized the technology. In fact, in the era of highly developed technology today to be a very supportive media in various activities. Therefore rural women must be able to utilize technology well and correctly. In this case it is said that women should be technology literate. In a broader sense can be explained that technology literacy is the ability to analyze, utilize technology intelligently in everyday life.

Information technology that can provide wider access is computers, the internet, and mobile telephones. The results of this research also indicate that people are included in ICT literacy categories where they as individuals in using ICT are able to manage, organize, integrate, and evaluate information, build new knowledge and communicate with others so as to participate effectively in community. The results of this study also refers that

the development of technology, especially the Internet has contributed so great for its users. The presence of the internet has supported the effectiveness and efficiency of the work as well as the means of communication, publication, and information required by its users (Rhodes, 1986). It is undeniable that today the internet has become a daily necessity of society. They recognize that the internet is very useful both to support the work, education, and others.

The presence of ICT especially computer, internet, and hand phone is no longer a rare and expensive item, especially for cellular phones. This media is owned by almost all respondents in this research even some of them have more than one cellular phone. Departing from these conditions then in the empowerment of women need to develop the model of literacy of technology information.

## II. METHODS

This study is action research that begins with the assessment, making the design up to the action. Action research by Ernest T. Stringer (2007) will proceed according to the expected stages in a collaborative form when they occur relationship, communication, participation and inclusion in principle of work. The step of action research are: a) analysis, determination of the needs of the participant program, b) making program design, make the learning model to target group, c) implementation of the program according to planning program, d) evaluation of the program. These actions taken using a training and advisory services in the culinary community. The subject of this study consists of 20 women who had had a culinary business services. Data processed by qualitative descriptive technique.

## III. RESULTS AND DISCUSSION

### A. *Technological Literacy Activities for Women's Empowerment*

Technological literacy activities for women's empowerment includes:

#### 1. Entrepreneurship Motivation

Entrepreneurial motivation is given to the target group with the aim of giving awareness of the target group in order to always have high motivation in entrepreneurship. More broadly so the target group can:

- a) Increase participation in teaching themselves and the environment to be more productive.

- b) Increasing the empowerment of women of Bejiharjo village through the improvement of knowledge, entrepreneurship motivation, and skills in entrepreneurship culinary services by utilizing information technology
- c) Motivate other community members who are not involved in the culinary entrepreneurship community following the entrepreneurship program.

Through entrepreneurial training involving information technology it is expected that women can; (a) increasing the quantity and quality of tourism products in the form of goods or services; (b) increasing access to information, whether related to markets or capital; (c) improve knowledge and management skills such as AMT / Achievement Motivation Training.

## 2. Establishing a Group of 4 Groups with 5 Members per Group

Target groups that follow the training of the utilization of information technology are formed in groups to facilitate the delivery of the material. The result of this activity formed 4 groups with the number of members per group is 5 members.

## 3. Information Technology Monitoring and Business Management Training

Women's empowerment activities through information technology in Bejiharjo tourist village refer to action research. Preliminary data obtained that the community, especially women belonging to culinary groups have a means of communication as a supporter of entrepreneurial activities. Communication tool is a good mobile phone that already has android applications and not android. However, the use of mobile phones on them is only used as a phone and send a short message. To support the success of the empowerment of women in the tourist village, it is necessary to have information technology management training easily and accurately. Selection of participants in this training are those who already have skills in culinary, where already established culinary groups before. In addition participants are those who really have the ability to operate android and want to learn information technology.

Women empowerment training program in the form of information technology training is done through three stages. The first stage is preparation, this stage prepares places, media and learning resources that support. The second stage is the implementation of women tourism village

empowerment program through technological literacy in the form of training, practice and mentoring. Training activities were conducted in the Bejiharjo tourist village. The purpose of this activity is to provide knowledge and skills in entrepreneurship culinary services as well as understanding related to the use of the internet via mobile phones. The activities continued with the practice of mobile phone operation as a medium to inform culinary services products to the community at large. The taught application is the use of websites and instagram applications. This training activity involves experts who have succeeded in their field.

The next stage is accompaniment. Mentoring activities are carried out during the operation of mobile phones to market culinary products ranging from application operation, culinary menu entry into applications, more attractive product designs, marketing words that attract consumers and financial transaction calculations. Assistance is conducted by partners and resource persons.

## *B. Tourism Village Women have Awareness, Knowledge and Skills in Utilizing Information Technology to Manage the Business*

The purpose of training in the framework of empowerment is to prepare members of the community to have professional skills, and competence of quality and relevant to the needs of his life or work that is being focus. This is done by developing knowledge and skills so that the community is more creative, innovative, in developing its business, and developing and advancing the institution as a forum for business development.

Today, technology literacy becomes very important because every individual needs technology in solving the problems of his life including women's problems. According to the National Academy of Engineering and National Research Council of the National Academy, literacy technology is an understanding of technology at a level that enables effective utilization in modern technological society comprising three main components of knowledge, ability and critical thinking, and decision-making.

Women should be encouraged to develop self-awareness of their own entrepreneurial and entrepreneurial qualities, as well as the motivation and self-discipline to apply flexibly in different contexts to achieve desired outcomes.

This may include recognizing themselves, for example, as a creative or resourceful person; or as someone who can translate ideas into action; or as a

person ready to challenge assumptions through investigation and research. The entrepreneurial mindset includes:

- a. Aspects of personality and social identity
- b. Ambition and personal goals
- c. Personal beliefs and resilience
- d. Self-discipline and personal organization
- e. Understanding and personal organization
- f. The ability to transcend the perceived limitations and achieve results
- g. Tolerance of uncertainty, ambiguity, risk, and failure
- h. Personal values : ethics, social and environmental awareness

Technology literacy goes beyond reading and writing, but it includes thinking skills using knowledge resources to be applied in tourism management and development. Bejiharjo village tourist village in developing its ability to entrepreneurship by utilizing information technology that is easy to operated whatsapp and instagram. Through the application they are aware of the usefulness of social media that has been considered not to provide significant benefits. Women tourism village also have knowledge in reading information in cyberspace through cellular phone. In addition they are able to communicate through social media like whatsapp and instagram to improve their business in the field of culinary. This is in accordance with the statement of Joseph, 2011 that Information Technology when used properly will provide many benefits for women's empowerment, especially social and economic fields.

In line with the above opinion, Chew (2010) states that the utilization of information technology is directly proportional to the growth of micro-enterprises managed by women in Mumbai, India. The utilization of information technology for women in tourist villages has also made it easier for women to promote their culinary services to the public at large. The activity they can do is upload the group culinary food pictures into the applications they have learned. Thus they will provide the appropriate food orders ordered through the social media. Economic activities through information technology for tourism village women are able to increase their income due to the increasing of consumers who order through online. It is appropriate that delivered by Levis (2011) that with the availability of education and training the

utilization of information technology can provide empowerment in the economic field for women. Thus provide a wide opportunity for women tourism villagers who are members of the culinary community to expand the market sales of various types of culinary that supports the development of Bejiharjo tourist village. In the future, it is possible that business actors undertaken by women through information technology can expand the market not only focus on culinary, but also extends to the craft goods typical of Bejiharjo tourist village.

#### IV. CONCLUSION

Technological training activities for women in rural tourism are conducted through several stages of preparation, implementation, and assistance. In the implementation formed a group of women who are able to make good use of technology amounted to 8 people. The ability to utilize technology for village women has contributed to women in growing awareness, knowledge and skills in information technology.

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