



## DIGITAL TECHNOLOGY LITERATION TO GROW ENTREPRENEURIAL SKILLS FOR HOUSEWIVES

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**Abstract:** The technological advances that more rapidly must be balance with knowledge and skill that can bring benefits in life. The utilization of internet networks and smartphone proper to directed in positive things, one of them is with use it for work up the entrepreneurial skill with online business. This Program Kemitraan Masyarakat collaborate with Madiun Women Centre (MWC) which is organization that focus on activity for dealing with women's problems and households in Madiun. The aims of technology literacy training and this literacy digital is to provide skills for housewives to take benefits by smartphones for entrepreneurial with online business. The online business is more interested in society. The method used is by conducting business class which was attended by 30 people for 3 months which include training and mentoring online business. The material of business class includes: Step by step starting an online business, online business challenges, social media optimizing strategy in business promotion, choosing the angle of product photos to get commercial product results, utilization of photo applications to support product photos and promotions continued with practice and mentoring. The result of this activity covering: 16 participants have online business and willing to develop their business, and 14 participants who will be starting a business. Some maximize online business through social media Instagram, Facebook, WhatsApp group and an increasing skill in making imaged products.

Keywords: *digital literacy, housewives, online business, technology literacy*

**Abstrak:** Kemajuan teknologi digital yang semakin pesat harus diimbangi dengan pengetahuan dan skill yang mendatangkan manfaat dalam kehidupan. Pemanfaatan jaringan internet dan smartphone sebaiknya lebih diarahkan untuk hal positif, salah satunya yaitu dengan menggunakannya untuk menumbuhkan keterampilan berwirausaha dengan bisnis online. Program Kemitraan Masyarakat ini bekerja sama dengan Madiun Women Centre (MWC) yaitu organisasi yang fokus kegiatannya menangani masalah perempuan dan rumah tangga di Kota Madiun. Tujuan pelatihan literasi teknologi dan literasi digital ini adalah memberikan keterampilan bagi ibu-ibu rumah tangga untuk memanfaatkan smartphone untuk berwirausaha dengan bisnis online. Bisnis online saat ini lebih banyak diminati oleh masyarakat. Metode yang digunakan yaitu dengan melakukan kelas bisnis yang diikuti oleh 30 orang berlangsung selama 3 bulan yang meliputi pelatihan, mentoring, dan pendampingan bisnis online. Materi dalam kelas bisnis meliputi: step by step memulai bisnis online, tantangan bisnis online, strategi mengoptimalkan media sosial dalam promosi bisnis, pemilihan angle foto produk untuk mendapatkan hasil produk yang komersial, pemanfaatan aplikasi foto untuk menunjang foto produk dan promosi dilanjutkan dengan praktik dan pendampingan. Hasil dari kegiatan ini meliputi: 16 peserta memiliki bisnis online dan ingin mengembangkan bisnisnya, dan 14 peserta yang baru akan memulai bisnis. Ada yang memaksimalkan bisnis online melalui media sosial instagram, facebook, grup WA dan meningkatnya skill dalam membuat foto produk.

**Kata Kunci:** *bisnis online, kelompok ibu-ibu rumah tangga, literasi digital, literasi teknologi*

### Introduction

Rapid technological development must be balanced with the readiness and ability to use technology in life towards more dignity. At present, smartphones have become a common item possessed by almost everyone especially among young people. The use of smartphones that are supported by the internet network makes it easier for various needs and communication, even many young people are misused so that they are influenced by hedonic and individualistic lifestyles. Whereas youth are the nation's next generation, there is a need for a forum for positive activities for youth. More and more young people are following the hedonist lifestyle over acting, starting to move away from religious values, impolite attitudes, etc. This is caused by the lack of community and positive media that can fortify youth from these things.

The term of literacy in Indonesian is an absorption word from English, literacy which etymologically comes from Latin *litteratus*, which means people who learn. Literacy is the ability of individuals to use all the potential and skills possessed in their lives, not just the ability to read and write.

Technology Literacy is a way of thinking how technology can become a tool that can be used as a solution to solve problems. Technology literacy is a person's ability to work independently or in collaboration with others effectively, responsibly and appropriately by using technological instruments to obtain, manage, then integrate, evaluate, create and communicate information. Digital literacy is the ability to understand and use various information from digital devices effectively and efficiently in various contexts such as academic, career, and daily life (Paul Glister in Indah Kurniingsih et al, 2017).

In accordance with data from “We are social and hootsuite” states that Indonesia is a country with the largest internet growth in the world, which is equal to 51% in the past year compared to global internet growth which is only 10% (Ameliyah, 2018). Even based on data from “Asosiasi Jasa Pengguna Internet Indonesia (AJPII)” obtained that internet users in Indonesia in 2018 reached 143 million. Of these, 49.52 percent of internet users in Indonesia are those aged 19 to 34 years (AJPII Bulletin, edition 22, March 2018).

This shows that there is a need to increase technological and digital literacy in order not to become merely passive users of digital technology. This is the background of the need for technological literacy and digital literacy to foster entrepreneurial skills for youth groups in the City of Madiun. Then the partner chosen for this activity is the Madiun Youth House.

### Materials and Method

Results of observations and interviews with the MWC management, obtained data that the number of MCW members based on the database there are 128 people, with a background of women, housewives. Of the many members, some of them are members of the *Majlis Taklim*, are old and do not use smartphones. While some of them are mothers who are still young, follow the development of technology, some even have a home-based business such as selling shoes and leather sandals, selling food such as sandwiches, chocolate cake, macaroni, bitter melon chips, and so on. There is also a fashion business, robe, skirt pants, headscarves, muslim clothing, cloth masks and so on.

So that the community partnership program in the form of digital technology literacy to grow entrepreneurial skills can run optimally, the training participants are limited to 30 mothers who already have a business with the aim to develop their business by utilizing online business networks. results of the coordination with the MWC management agreed on the implementation of a digital technology literacy program in the form of online business training in 2 stages, namely on July 15, 2018 and July 22, 2018. The next step is the preparation of making an online business training module with the following material details.

Table 1. Training materials

| No | Training Materials                                                       |
|----|--------------------------------------------------------------------------|
| 1  | <i>Step by step</i> memulai bisnis online                                |
| 2  | Tantangan bisnis online                                                  |
| 3  | Tantangan bisnis online                                                  |
| 4  | Strategi mengoptimalkan media sosial dalam promosi bisnis                |
| 5  | Pemilihan angle foto produk untuk mendapatkan hasil produk yang komersil |
| 6  | Pemanfaatan aplikasi foto untuk menunjang foto produk dan promosi        |

Selection of material is based on the needs of participants who on average already have a business that needs online marketing assistance. Most participants have their own products or resellers who need material about product photos. To measure the success of community service activities, it is necessary to formulate indicators of achievement and achievement targets achieved by the training participants as follows:

Table 2. Indicators of achievement and achievement targets

| No | Achievement Indicator                                     | Achievement Targets |
|----|-----------------------------------------------------------|---------------------|
| 1  | <i>Step by step</i> memulai bisnis online                 | 80%                 |
| 2  | Tantangan bisnis online                                   | 90%                 |
| 3  | Strategi mengoptimalkan media sosial dalam promosi bisnis | 80%                 |

|   |                                                                          |     |
|---|--------------------------------------------------------------------------|-----|
| 4 | Pemilihan angle foto produk untuk mendapatkan hasil produk yang komersil | 80% |
| 5 | Pemanfaatan aplikasi foto untuk menunjang foto produk dan promosi        | 80% |

Success rate of this service activity was obtained by giving questionnaires to participants in the form of a pre-test questionnaire administered before the training and a post-test questionnaire administered after the training. The following is a list of questions to measure the success of participants.

Table 3. List of questionnaire questions

| No    | Questions                                                                                                                   |
|-------|-----------------------------------------------------------------------------------------------------------------------------|
| 1 Pre | Apakah Ibu mempunyai bisnis?                                                                                                |
| Post  | Setelah mengikuti pelatihan apakah Ibu memahami step by step memulai bisnis online?                                         |
| 2 Pre | Apakah Ibu mengetahui tantangan dalam bisnis online?                                                                        |
| Post  | Setelah mengikuti pelatihan apakah Ibu mengetahui tantangan dalam bisnis online?                                            |
| 3 Pre | Apakah Ibu mengetahui strategi mengoptimalkan media sosial dalam promosi bisnis?                                            |
| Post  | Setelah mengikuti pelatihan apakah Ibu mengetahui strategi mengoptimalkan media sosial dalam promosi bisnis?                |
| 4 Pre | Apakah Ibu mengetahui pemilihan angle foto produk untuk mendapatkan hasil produk yang komersil?                             |
| Post  | Setelah mengikuti pelatihan apakah Ibu mengetahui pemilihan angle foto produk untuk mendapatkan hasil produk yang komersil? |
| 5 Pre | Apakah Ibu dapat memanfaatkan aplikasi foto untuk menunjang foto produk dan promosi?                                        |
| Post  | Setelah mengikuti pelatihan apakah Ibu dapat memanfaatkan aplikasi foto untuk menunjang foto produk dan promosi?            |

Based on the questionnaire, it was known that there was a change in the ability and knowledge of the participants before and after the training.

## Result and Discussion

### First stage of implementation with MWC

Literacy Implementation Digital technology to grow entrepreneurial skills in the form of online business training on the steps of July 8, 2018 with training materials include: step by step starting an online business, online business challenges, strategies to optimize social media in business promotion. Training was held in the Sonokeling Room of the Perhutani Pusdikbang Building with the address Rimba Mulya Street No.11 Madiun City, which took place from 08.00-16.00. Training is carried out for eight hours, according to the targeted time. The event speakers consisted of two lecturers, one expert, namely drg. Hellen Sanjaya as the owner of Gigigygsi and diamond mart, and assisted by five students and five MWC administrators as a committee as well as activity assistants.

Number of participants who took part in the training were 30 MWC members. From the questionnaire filled out by the first-stage training participants, data were obtained that from 30 trainees there were 16 people (53.3%) who had businesses in various fields, there were online and offline businesses. While there were 14 participants who did not yet have a business but were interested and eager to start a business (46.67%). Participants who already have an online shop at Shopee there are 8 people, tokopedia 2 people, and at blanja.com there are 1 person. Others use social media for online businesses, especially Instagram, Facebook and WhatsApp.

Based on the post-test filled out by the training participants, the following data were obtained.

#### 1. Step by step starting an online business

Participants clearly understood the steps to start an online business of 28 people, while 2 people felt unclear because they felt as something new.

#### 2. Online business challenges

Participants understand the challenges in online business, so they are invited to set targets and competitors.

#### 3. Strategies for optimizing social media in business promotion

All participants have accounts on social media that are used for business, after attending the training the participants feel they have gained useful knowledge for marketing their products or businesses.



Figure 1. Opening of online business training activities with MWC partners



Figure 2. Enthusiasm of participants in the training

## Second stage of implementation

Literacy Implementation of digital technology to grow entrepreneurial skills in the form of online business training on the steps of July 22, 2018 with training materials including: choosing product photo angles to obtain commercial product results and utilizing photo applications to support product photos.

Training was held in the Mahogany Room of the Perhutani Pusdikbang Building with the address Rimba Mulya Street No.11 Madiun City, which took place from 08.00-16.00. The training is carried out for eight hours, according to the targeted time. The event speakers consisted of two lecturers, one expert, namely Salsabila Khairunnisa, S. Sos., and assisted by five students and five MWC administrators.

The second stage of the training was product photo workshop material. This material was chosen because some participants have a business that is their own product, so real photographs are needed for online businesses. Based on the post-test filled out by the training participants, the following data were obtained.

### 1. Selection of product photo angles to get commercial product results

Participants immediately practice with photo objects in the form of their own products. Participants have been directed to bring their products or merchandise to become photo objects. Based on the material and direction of the speaker, the workshop was attended by participants with great enthusiasm.

### 2. Use of photo applications to support product photos

This product photo workshop was carried out by relying more on the smartphone owned by the participants, starting from the app install stage, photo practice, and photo editing until it was ready to be uploaded.



Figure 3. Product photo training and workshop



Figure 4. Team of community service with the training participants

**Program assistance stage**

Online business assistance stage for participants after attending the training is by creating a whatsapp group as a means of communication, discussion and sharing. Assistance stage is ongoing and an agreement will be made with participants to hold meetings with the aim of evaluating and discussing business developments and obstacles encountered. Assistance is carried out for participants who have online shops, namely in shopee: Gallery bunda.com, Beautysaliha, Azizahazzahrazg, Aehijabgrossir, leelababy. Online shop in Tokopedia, which is batiklukisae. Also assisting participants who conduct online business using social media Instagram, Facebook, WhatsApp, and so on.

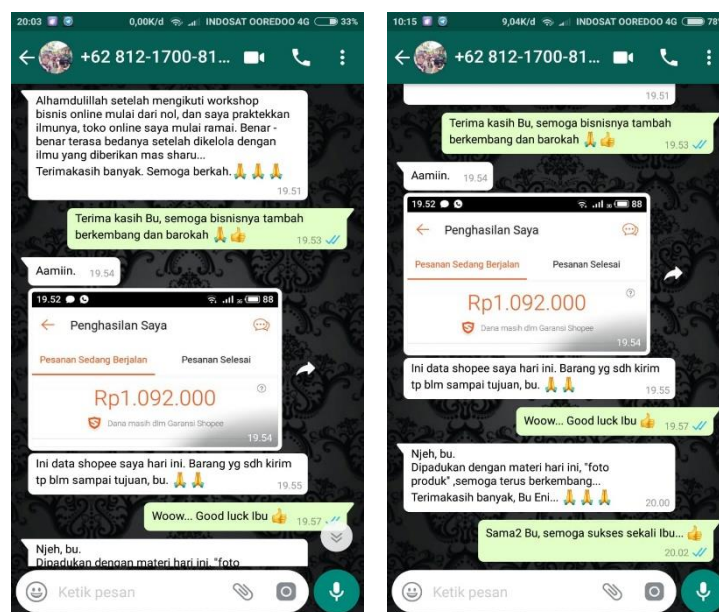


Figure 5. Participant's testimony about the development of online business

## Conclusion

Community Partnership Program activities in the form of online business training as a form of digital technology literacy have a positive impact on young people, especially on improving entrepreneurial skills by running an online business. The training which was attended by 30 participants showed results with the development of an online business owned by the participants.

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