Empowerment Women's Organizations In The Era Of Digitalization (Dharma Women's Unity In East Java Province, Indonesia)

Diana Rapitasari[1*], Pribadiyono[2], Suwitho[3]

[1,2,3]Empowerment of Women's Organizations in the Era of Digitalization
*Corresponding Author:
Email : diana@ubara.ac.id

Abstract.

Era 4.0, digital change in almost all lines of activity, requires digitalization of development, organizational management can keep up with the times, administrators and members are required to follow technology and also apply it to organizational management, creating competent, globally competitive, competitive and innovative human resources (Setiawan, 2016). Previous research studies from primary and secondary data showed that the impact of digitalization was also felt by the East Java DWP by carrying out manual reporting which was not supported by good publications, resulting in all work activities achieved not being able to reach the maximum by the wider community, especially the people of East Java. Existence is able to come out of the existence of something and is able to transcend itself because the existence of a dynamic process comes from existere, which means coming out of, going beyond or overcoming, so existence is not rigid and stops but experiences development or decline depending on the ability to actualize its potential (Abidin, 2006). Women's empowerment accelerates economic growth in a country where to achieve development goals according to the concept of Development Economics, an appropriate development strategy is needed. Empowerment is one of the strategies most widely used in overcoming various development problems because without women's development, economic growth and development will not occur (Marditama et.al, 2021:11). Choosing an interpretive way of how individuals who experience it directly gives meaning to interactions that have been experienced in social life with a pattern of prioritizing a series of descriptions of the experiences of the informants, interpretive builds meaning from life experiences experienced directly (Cresswell, 2018). An interpretive approach to how the East Java DPD organization exists in the era of digitalization is the main focus of the study, how the subjects, namely women who are members of the East Java DWP organization, continue to exist amidst the onslaught of digitalization. Increasing the role of women in DWP so that they are ready in the 4.0 era and ready to face global challenges so that DWP members and families are able to develop their potential through DWP priority programs so that they are able to support the DWP organization to become a center of excellence in empowering women and families and can participate in progress world civilization. It is necessary to increase members' understanding of organizational management through a system that needs to be built in an integrated manner. By instilling a sense of belonging to the organization, caring and unity, a solid organization with creative and innovative activities will be formed.

Keywords: Empowerment, Women in the Era of Digitalization and Era 4.0.

I.   INTRODUCTION

In the patriarchal culture of men as leaders in the family, women who want and decide to play a role in the public sphere must have approval from their husbands. The positive impact felt by the husband if his wife is able to carry out dual roles is that it can help the family's economic conditions and there is cooperation between husband and wife in completing the household and taking care of the children (Ramadhani, 2016). The number of community organizations in East Java Province as of 2017 has increased every year. As of 2017, there were 51 women's organizations recorded (East Java Provincial Government Central Statistics Agency, 2022).The number of women's organizations increases every year, showing the great desire of women to demonstrate their actual existence through organizations, which are considered appropriate in facilitating the channeling of aspirations, talents and increasing the abilities of members. Department of Women's Empowerment, child protection, population control and family planning (DP3AKB). 80 women's and children's organizations in Indonesia include organizations consisting of ASN wives, police and soldiers, namely Dharma Wanita PBB, Bhayangkari, Persit Kartika Candra Kirana and Jalasenastri, (jabarprov.go.id). Women's empowerment programs through PKK program activities do not yet reflect the true reality, women's families have received family welfare programs and have not had a direct influence on increasing income and welfare of women's families. Organizations with full-time female members such as Dian Kemala, so it can be concluded that there is no age limit for organizational members to join women's organizations, as an effort to ensure that women's empowerment can be carried out evenly and managed professionally (Thalib, 2015).

Women are extraordinary creatures of God, playing multiple roles, but sometimes reality can reduce women's hopes in the field of education because they still adhere to patriarchal culture in receiving education. Gender equality requires equal treatment between men and women so that both are given the opportunity to develop together without neglecting their opportunities and human rights. so that it means that women have the same rights as men to be able to actualize themselves and develop their talents and potential. Apart from being wives and mothers, women are expected to be active in organizations where their husbands work, because the wife's status is as her husband's companion and is expected to support her husband's career, participate well in society, education is an absolute requirement (Kusuma, 2019).Empowerment for women as a driver of Islamic economics and finance is influential and significant where the role of women currently has the potential to encourage economic growth and accelerate gender equality and have a positive impact on the national economy. Empowerment through development provides capital in the hands of women and makes them independent in decision making. Basically, women's participation is very necessary to preserve culture which is very useful for the next generation. Women must not only have their knowledge, abilities and skills enhanced but they must also have greatness of spirit and nobility of mind. For the success of development, participation is needed from women who need support and moral assistance from their husbands (Kusuma, 2021).Empowerment for women as a driver of Islamic economics and finance is influential and significant where the role of women currently has the potential to encourage economic growth and accelerate gender equality and have a positive impact on the national economy.

Empowerment through development provides capital in the hands of women and makes them independent in decision making. Basically, women's participation is very necessary to preserve culture which is very useful for the next generation. Women must not only have their knowledge, abilities and skills enhanced but they must also have greatness of spirit and nobility of mind. For the success of development, participation is needed from women who need support and moral assistance from their husbands (Kusuma, 2021).Women entrepreneurs are considered to have the potential to drive the people's economy and improve the standard of living for their families. Women's participation cannot be underestimated, where women's resilience is also a reflection of the family's resilience and resilience. The majority of women prefer to be involved in the household industry sector with more flexible working hours rather than factory and office activities which require longer working hours and have the potential to cause women to be away from home and family for longer. Women must be able to survive and be creative in order to support their families without leaving their children behind, even with limited skills and limited capital. Female workers are also faced with competition not only through education but also slowly being displaced by machines, more skilled workers and longer working hours (Nasir et al., 2019).Women have a dual role where apart from having to carry out their domestic duties as mothers and household managers, they are also sometimes required to think and be responsible for the family economy. In line with Indonesia having joined the ASEAN Economic Community (AEC), women's empowerment is certainly a strategic plan that must be prioritized with efforts to improve education systems, training, standardization, management information systems, quality management, innovation and information technology through programs that encourage women's independence and well-being.

Through Organizations, encouraging the formation of organizations that are believed to be unifying, as learning media, organizations as places for personality development, and the hope of getting benefits and liking the new atmosphere Duha (2018:5).The national Dharma Wanita Unity organization is chaired by the wife of the Minister of Home Affairs, while in East Java Province the Dharma Wanita Unity organization is chaired by the Regional Secretary of East Java Province, assisted by a management composition of deputy chairperson, secretary, chairperson for education, chairperson for economics, and chairperson for socio-cultural. The Provincial Unity Dharma Wanita oversees the DWP in Regional Apparatus Organizations as well as in the Regency. At the end of the period, each Dharma Wanita PBB organization according to the agency is required to submit a Work Program Implementation Report, regarding the planned work program activities of the Dharma Wanita PBB agency, in the next year and activities that have been carried out in the previous year. Work program activities are divided into three areas, namely education, economics and social

culture (DPW. East Java, 2022).The forms of various activities are adapted to related fields, for example the education sector will prioritize the management of educational institutions for those who have Dharma Wanita schools, seminars and training as well as collaboration between institutions to develop the potential of each DWP member. The economic sector focuses more on the independence of organizational funds through optimizing creative and productive economic businesses for members such as shop businesses, cooperatives, and other forms of business that are possible to manage.

Mentoring and counseling in the field of entrepreneurship in the form of business development and marketing provides knowledge about business planning so that member mothers can be more independent. Meanwhile, the socio-cultural field focuses on activities that lead to family resilience, social awareness and cultural diversity (Nasir et al., 2019).The various activities that have been carried out by the East Java DPW, from managing educational institutions, seminars and training to collaboration between institutions, have developed the potential of each DWP member. The field of optimizing creative and productive economic businesses for members in the form of shop businesses, mentoring and counseling in the fields of entrepreneurship, business development, marketing, providing knowledge, planning businesses so that members can be independent, in the socio-cultural field the focus of activities is towards family resilience, social awareness and cultural diversity are outlined in the reporting manual for the implementation of the Dharma WanitaSatu work program activities, for each agency. Reporting in one run and the following annual work program, work program activities are divided into three areas, namely education, economics and social culture (DPW East Java, 2022).Era 4.0, digital change in almost all lines of activity, requires digitalization of development, organizational management can keep up with the times, administrators and members are required to follow technology and also apply it to organizational management, creating competent, globally competitive, competitive and innovative human resources (Setiawan, 2016). Previous research studies from primary and secondary data showed that the impact of digitalization was also felt by the East Java DPW by carrying out manual reporting which was not supported by good publications, resulting in all work activities achieved not being able to reach the maximum by the wider community, especially the people of East Java.

II.   THEORETICAL FRAMEWORK

Existence has the meaning of something that is able to come out of its existence or something that is able to transcend itself because existence is a dynamic process where existence itself comes from existere which means coming out of, going beyond or overcoming so existence is not rigid and stopped but experiences development. or setbacks depending on the ability to actualize one's potential (Abidin, 2006).Existence in human social life that is important and especially important is the state of oneself or one's own existence, where existence assumes that human existence is not static but is always becoming, humans as individuals always move from a reality because humans have freedom so that the movement of development is based on human judgment itself. Existing means having the courage to make decisions that determine one's life because the consequence is that if we don't dare to act then we won't exist in the true sense (Dagun, 1997).Existentialism is the existence of a basic motif, namely the way humans exist, only humans exist and the typical way of showing that humans exist and the center of attention is in humans. Existence must be interpreted dynamically because it creates itself actively, in the philosophy of existentialism humans are seen as open and still have to be formed, where the philosophy of existentialism places emphasis on concrete experience and the experience of existentialism (Kierkegaard, 1983).

Existentialism tells the story of humans as a whole so that human existence does not just end, but must take action to acknowledge the existence of oneself.The theory of existentialism prioritizes the individual's right to freedom to be oneself, which is open to all possibilities which are always new in life, existence comes before essence, in the sense that humans will have essence if they have existed first so that the basis of value is human freedom. itself. Freedom means being able to choose and determine one's attitude from the many possible alternatives with responsibility (Satre, 1972).Social existence theory is one way to understand how individuals conceptualize their existence in a social world, how they learn from others and how they communicate with others so that social existence will appear in the social world if communication is carried out intensively. Social existence theory is one way to understand how individuals conceptualize

their existence in a social world, how they learn from others and how they communicate with others Cohut (2018). Social existence is also important for anyone to survive where the theory is related to how individuals conceptualize their existence in the social world and always adapt and communicate (Devlin, 2021) When using the word woman in the reform era, the basic word for woman is Empu, which means master or respected.

The change in the word woman to woman is a symbol of women going from being an object to being a subject. This shows appreciation and progress in the perspective of using the word woman instead of woman in accordance with government policy to change the word minister for the role of women to minister for women's empowerment (Ahdiah, 2013).Women's empowerment is needed for women's organizations to be able to move forward and achieve the organizational goals that have been set. The driving force of an organization is of course the members of the organization itself, commitment and will are needed so that the organization continues to move towards achieving its goals. With empowerment, women have the opportunity to develop their abilities and roles in planning and implementing the desired changes themselves to create a better future. Women's empowerment is important in the process of accelerating economic growth in a country, where to achieve development goals according to the concept of Development Economics, an appropriate development strategy is needed. Empowerment is one of the strategies most widely used in overcoming various development problems because without women's development, economic growth and development will not occur (Marditama et.al, 2021: 11).

III.   METHODS

Qualitative interpretive approach is carried out and combined with an understanding based on investigating social phenomena that occur, human problems, taking a picture of a situation in the object of research, namely data in the form of detailed reports from the informant's view of naturally occurring situations, focusing on the subjective nature of the social world, trying to understand the way of thinking in the object. research, in this case, individuals from the mind's perception and the reality of the informants, not from the researcher's perception (Creswell, 2018). Boglan and Taylor said that interpretive research produces data in the form of speech and writing from behavioral results that have been examined in depth.

Choosing an interpretive way for individuals who experience it directly gives meaning to the interactions they have had in social life with a pattern that emphasizes a series of descriptions of the experiences of the informants, interpretive builds meaning from life experiences experienced directly (Cresswell, 2018). An interpretive approach to how the East Java DPD organization exists in the era of digitalization is the main focus of the study, how the subjects, namely women who are members of the East Java DWP organization, continue to exist amidst the onslaught of digitalization.

IV.   RESULT AND DISCUSSION

The saying "Alone, we can do very little; "together we can produce so much," Hellen Keller (Kaswan, 2019: 225), is very in line with how an organization needs the involvement of its management, participation of its members, and suggestions and input from all its stakeholders so that it can run ideally. The role of women in increasing their own potential so that they are able to be independent and work can be achieved through women's empowerment, where according to (Priyono, 2019) women's empowerment is the process of capacity building for greater participation, power and greater supervision of decision making and action. transformation to produce greater equality between women and men. Where empowerment as a development model has developed over time (Priyono, 2019). A sense of belonging to an organization, sincerity and integrity in carrying out its mandate to help the organization achieve its goals, needs to be instilled from an early age by all members and administrators of Dharma Wanita. The absence of standard rules that regulate the performance of members sometimes causes the organization to feel stagnant, because it only relies on the activity of the management which is usually the same. How individuals behave (Skinner, 1969) depends on their internal and external environment. Reinforcement is divided into positive, negative, extinction and punishment, where positive reinforcement is more appropriate to apply in DWP organizations.

Strengthening internal and external organizational factors is needed so that members can maximize their role and are willing to actively participate. Leaders as the main role models must show an attitude of curiosity and active involvement so that every administrator and member can follow the steps and attitudes of their leaders. The principle of behavior modification can be expected to provide solutions to management problems that occur such as absenteeism, tardiness, and even indifference to the organization. At a minimum, if members cannot attend the meeting, they can convey this through letters and permits so that a feeling of concern arises.Creating a sense of belonging between members of the organization is also realized by the concern of the Chairperson, the management for its members. As a simple example, attention to members who give birth, care and empathy for members who are experiencing a disaster such as illness or death. Because punishment cannot be applied as a factor in strengthening the organization, more emphasis is placed on caring between members with the hope that members will become more active and care about the organization if there is attention from both leaders and colleagues. Organizational behavior is a function of human behavior in organizational settings which will later form traditions and form a culture (Wijaya, 2017). Management and heads of organizations should have member data while identifying the potential of their members in order to be able to explore the potential and needs of each member ideally. Something as simple as paying attention to members will definitely create a sense of belonging, caring for the organization and as a member and wife of a civil servant, the companion will always support her husband so that he can work with good performance.

In line with how an organizational culture is not about whether human resources like or dislike the organization but rather provides an understanding of how human resources view the organization (Robbins and Judge, 2019: 356).A husband's support and permission for his wife to be active and involved in DWP activities will be a strong encouragement for members to play more roles in an organization. Participation is the involvement of people mentally and emotionally in a group situation that encourages them to contribute to group goals and share responsibility for the group so that the main thing is Newstrom's involvement, contribution and responsibility. The digital era makes it easier for organizations to carry out their duties and hold regular meetings, online or offline, but on the other hand, more effort is needed so that the organization still looks attractive and up to date. Making the millennial generation and Gen Z interested, feel a sense of belonging and regularly attend meetings requires strategy and updating of material and delivery so that activities do not revolve around just those activities, like social gatherings and gatherings without visible benefits (2011, 197).The management of the DWP women's organization must remain professional with a high sense of integrity and responsibility even though there is no specific award from managing this organization. Integrity has the meaning of moral consistency, personal integrity and honesty. The description of someone with integrity is to describe that person's behavior as: a. honest, b. consistent between words and actions, c. comply with organizational regulations and ethics, d. holding commitments and principles that are believed to be true, e. responsible for the Action, f. as well as compliance with moral principles that exist in society (Jacobs, 2004).

V.   CONCLUSION

The Dharma Wanita PBB organization can become a large organization according to its vision and mission. The importance of communication with Dharma Wanita PBB members in absorbing the aspirations and needs of members to increase attendance participation in order to improve human resources and member welfare in accordance with DWP objectives and in preparing work programs must be in synergy with government programs so that the organization can be more beneficial for members, their families in particular and the community in general and able to support the acceleration of the realization of government programs. Commitment, solidarity and love of the organization are needed from all members and administrators to unite and work together in order to advance the DWP organization and maintain its image as a dignified and professional organization of wives of state civil servants. It is hoped that accurate and valuable information from each field regarding work programs with creative and innovative activities can provide encouragement and enthusiasm for each organization.The problem of organizational funds is a fairly common problem experienced in a social organization, which cannot be an obstacle in running the

organization because there are many ways of independent funding that can be done, such as setting up shops, cooperatives, canteens and other business units. It is also necessary to understand the benefits of DWP partnerships with government, private and other agencies so that they can reduce activity costs and remain able to provide valuable knowledge information to all members.

Increasing the role of women in DWP so that they are ready in the 4.0 era and ready to face global challenges so that DWP members and families are able to develop their potential through DWP priority programs so that they are able to support the DWP organization to become a center of excellence in empowering women and families and can participate in progress world civilization. The head of the DWP organization in the agency can do his best to carry out the work program that has been determined even though he has to adapt to the situation and conditions according to the limits of each institution's capabilities. Good and optimal results can be obtained by strengthening and increasing member resources and collaborating with many parties so that the organization can be highly efficient for members, families and society. All good results can of course be achieved thanks to cooperation based on a sense of togetherness and kinship between members and administrators of the Dharma Wanita PBB organization in each agency and region.Suggestions related to this research for the Organization in East Java Province are as follows, activities are needed in implementing creative, productive and innovative work programs to stimulate the activities of the Dharma Wanita Persatuan organization so that it can create a quality, modern and professional organization so that it can play an active role in strengthening women's participation in nation building. The initial step is to explore the internal potential of members so that the head of the organization, apart from knowing the potential of his members, can also explore and utilize existing potential and prioritize it over external ones.

For example, it is necessary to hold regular meetings with resource persons from DWP members in the agency itself, such as sharing knowledge from health workers, teaching staff, and other expertise. Organizing regular face-to-face events to bring members closer together, such as regular meetings, workshops, seminars, training or work visits, thereby facilitating the process of socializing programs or activities.It is necessary to make maximum use of social media, of course creating a positive image in society, one of which is digital media, from Instagram, online news, agency official websites to other social media so that a positive stigma is formed from the public regarding DWP activities. The development of members' potential in the development of information technology needs to be increased as an effort to support the organization to become a center of excellence and data-based. Establishment of reciprocal communication between all DWP members through information technology networks such as websites so that members can follow organizational developments from anywhere. By publicizing all the positive activities of the organization, it is hoped that it can change the general view that the Dharma Wanita PBB organization is an organization full of useful, social activities and keeps up with current developments with the latest issues. Avoid publishing activities that are less beneficial in nature, such as social gatherings, traveling, taking selfies and depicting a luxurious life.Limited funds are not an obstacle to the organization's activity because actually exploring the potential of members and mobilizing the entrepreneurial spirit of each member will create economic independence not only for members but also for the organization. The head of the organization should be able to support and facilitate the development of business units such as shops and cooperatives so that the organization has independent financial resources without placing too much of a burden on office finances.

Building a system that enables planning, implementation, monitoring and evaluation processes so that performance management can run optimally. Continuous socialization and coaching regarding the importance of orderly administration so that all activities can be properly documented, making it easier to prepare subsequent activity programs so that they are continuous/sustainable starting from planning, preparation, implementation of work programs to evaluation. In implementing the DWP work program, an evaluation should always be carried out at the end of the period by the DWP one level above so that the program that is already running does not stop at just basic knowledge and skills but that the program is sustainable in the future. The addition of members' skills is very good but it would be much better if the training continues to develop to the independence and patents of products produced by members that come

from training at regular meetings.A professional organizational management model will be formed with professional leadership as well. Establishing uniform standard operating procedures will facilitate management and subsequent regeneration. Changing the chairman or management can still support the organization better by implementing the importance of cooperation in advancing the DWP so that it can give a new color in improving the quality and effectiveness of the organization's performance because in reality the DWP is the shared responsibility of all members. By prioritizing democratic leadership and remaining warm and friendly to management and members, it is hoped that the organization can run professionally on its own. It is necessary to increase members' understanding of organizational management through a system that needs to be built in an integrated manner. By instilling a sense of belonging to the organization, caring and unity, a solid organization will be formed with creative and innovative activities.

REFERENCES

[1]   Abidin. Z, Human Philosophy: Understanding Humans Through Philosophy, Bandung, Teen Rosdakarya, p 33.

[2]   Ahdiah, I, 2013, The Roles of Women in Society. *Academica Journal*, 05(02), 1085–1092.

[3]   Creswell, John. W, 2018, Research Design Qualitative, Quantitative and Mixed Approaches, Student Library, Yogyakarta.

[4]   Creswell, J. W, 1998, Qualitative Inquiry : Choosing Among Five, Sage Publications.)

[5]   Dagun, S. M, 1997, Big Dictionary of Science, Jakarta: Institute for the Study of Indonesian Culture.

[6]   Devlin M.J, Jennifer. T, Surabhi. J, Keon. S, and Ronetta. M, 2021, Social Existence Theory, *Journal of humanistic counseling*, volume 60, by the American Counseling Association, DOI: 10.1002/johc.12149.

[7]   Duha, T, 2018, Organizational Behavior (1st ed.). DEEPUBLISH.

[8]   Idham. at al,.2022,Collaborative Tourism Reconstruction Of The Bay Area in Palu City Following The 2018 Eathquake And Tsunami Disturbance,*International Journal of Education Research & Social* ISSN:2774-5406.

[9]   Jacobs, D. C, 2004, A Pragmatist Approach to Integrity in Business Ethics, *Journal of Management Inquiry*”, Vol. 13 Issue 3, pp 215-223.

[10]   Jamal, T.B., & Getz, D, 1995, Collaboration Theory and Community. Tourism Planning. Annals of Tourism Research, 22(1).

[11]   Kabeer, N, 2017, Women's Economic Empowerment and Inclusive Growth: Labor Markets and Enterprise Development By Naila Kabeer GROW Working Paper Series. 1–65.

[12]   Karwati, Et. Al, 2018, Women Empowerment to Build Entrepreneurship, *Journal of non-formal education*.

[13]   Komalasari, N. Susantinah, 2021, Women Empowerment, Zahir Publishing, Yogyakarta.

[14]   Kuswarno, E, 1999, Phenomenology, Communication Research Methods, conception, research guidelines and examples, Widya Padjajaran publisher.

[15]   Kierkegaard, Soren Aabye, 1983, Fear and Trembling, Princeton University Press: Princeton.

[16]   Kusuma, 2019, Gender equality. ペインクリニック学会治療指針２, 3(1), 1–9.

[17]   Mardianah, 2017, Lifestyle and Dharma Wanita. 4(1), 1–14.

[18]   Marditama T, C. Solihah, L. Fitria, S. S, 2021, Women Empowerment (I). Zahir Publishing.

[19]   Marthalina, 2018, Women's Empowerment in Supporting Micro, Small and Medium Enterprises (MSMEs) in Indonesia, Journal of Government Empowerment Development.

[20]   Makridakis, S, 2017, The Forthcoming Artificial Intelligence revolution : Its impact on society and firms, futures, pp 1-15, 62.

[21]   Menaka, 2017, Women Empowerment in India, *International Journal of Linguistics, Literature and Culture*, Vol.3 No. 4, Coimbatore, India.

[22]   Miskiyah, N., Ridho, S. L. Z.,jauhari, H., & Purnamasari, K, 2021, Women Attribute and Household Level Factor on Women's Empowerment. Economics and Management Media, 36(2), 181. https://doi.org/10.24856/mem.v36i2.2124

[23]   Morissan, 2017, Survey Research Methods. Jakarta: Kencana.

[24]   Myers. K, and Sadaghiani. K, 2010, Millennials in the Workplace: A Communication Perspective on Millennials Organizational relationships and Performance.

[25]   Nasir, M., Riadi, S., Simatupang, H., & Putra, P. D, 2019, The Role of Women Farmer Groups in Improving Community Welfare Through Utilization of Small Land. *JPPM (Journal of Community Service and Empowerment)*, 3(1), 89. https://doi.org/10.30595/jppm.v3i1.3351

[26] Nourgama, I Akbar and Sulistiani, D, 2019, The Role of the Super Preman Social Organization in Empowering Women in Malang Raya, Egalita, *Journal of Gender Equality and Justice*, Vol 14 no 1.

[27] Nurdewanto. B, Eny. Y, and Ririn. S, 2015, Women's Empowerment Through PKK Tourism Village Groups, *Journal of Management and Business Studies.*

[28] Minister of National Development Planning Regulation No.7, 2018, Dharma Wanita PBB Work Program.

[29] Presidential Regulation no. 59, 2017, Sustainable Development Goals (SDGS).

[30] Purnamasari, D, 2016, Women's Leadership Models in the Wikinomics Era. *Journal of Gender Studies*, 7(2), 313–344.

[31] Ramadanti. D, 2022, The existence of the women's farmer group "Mandiri Sejahtera" Case study in Bojongmangu village, Bekasi district, Title Kusa Lawa, Vol.2, No.1.

[32] Ramadhani, N, 2016, Implications of Women's Dual Roles in Family Life and Community Environment. Society, 6(2). https://doi.org/10.17509/society.v6i2.4245

[33] Ramadhani, N. 2016, Implications of Women's Dual Roles in Family Life and Community Environment, Sosietas, 6(2), doi: 10. 17509/societas, v6i2. 4245.

[34] Rapitasari. D, 2016, Application-Based Digital Marketing as a Strategy to Increase Customer Satisfaction, *Cakrawala R&D Policy Journal*, Vol. 10, no. 2, December, Surabaya

[35] Rasmawati, 2014, Dharma Wanita as Patriarchal Identity, *Women's Journal.*

[36] Shepherd, J, 2004, Social and Economic Transformation in The Digital Era, DOI: 10. 4018/978-1-59140-158-2.ch.001

[37] Talib. T, 2015, Women's Empowerment Program through the Family Welfare Empowerment Organization (PKK) in Monano Village, Bone Bolango District, *Journal of Human Resources Management, Administration and Public Services Bina Taruna Gorontalo College of Administrative Sciences*, Vol.II, No.1.

[38] Wijaya, C, 2017, Organizational Behavior, Development Care Institute

[39] W. Setiawan, Wise Use of Technology in Learning, "The Save Way of Using ICT For Student Learning", Talk Show Wesjava NextGent Education, Bandung 20 May 2016.

[40] Zainal. M, 2013, Women's Organizations and Welfare Development in the *Journal of Reflective Sociology.*