

Empowering Women Through Entrepreneurship in the Digital Era to Achieve Economic Independence

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Abstract

This community service aims to increase the self-confidence, self-development, and entrepreneurial skills of Aisyiyah women to strengthen the community's economy. Support from the local and central government is essential for this activity. Situational analysis shows that the obstacles faced are limited capital, narrow mindsets, and fear of failure in opening and running a business. This empowerment activity is carried out through training and mentoring in business development, financial management, and product marketing. The results of this activity show an increase in self-confidence and entrepreneurial skills among Aisyiyah women. This increase is measured through the economic growth of their businesses and the increase in product marketing reach. The discussion emphasizes the importance of the mental toughness of an entrepreneur to survive in a declining economy. Good and structured planning and optimal use of technology play an important role in business development. This activity has a positive impact on developing Aisyiyah women's businesses and creating financially independent women.

Keywords: Digital Era, Economic Independence, Empowerment, Women

1. INTRODUCTION

Programs to support the creation of economic independence are widely implemented through the concept of empowerment. This activity targets women who are considered to have not yet received various kinds of access to education, work, and even equality in several business fields. Innovative activities allow women to learn various skills, so they can improve their abilities and expand their social networks. (Asti, 2018)

Entrepreneurship is one method to empower to create jobs and support economic independence. Women involved in entrepreneurship need to be equipped with skills that support them to be able to access networks and jobs in order to be able to provide income to increase economic independence. Drucker (1994) put forward the concept of entrepreneurship, that entrepreneurship refers to the nature, character, and characteristics inherent in a person, who has a strong will to realize innovative ideas in the real business world and can develop them resiliently.

Women's empowerment in the Aisyiyah environment through entrepreneurship seeks to eliminate inequality to make their own decisions for women. In this empowerment activity, women must actively participate in all aspects of family and community life. Women's empowerment itself is divided into several dimensions, including economic empowerment to access income that will influence decisions on how the income is spent, can increase self-confidence, and improve their welfare. Social empowerment can improve the social status of women in society. While political empowerment increases participation in political life. (Asti, 2018)

Women have special potential, given the will and mind to be able to prosper themselves and their families and society. A new strategy is needed in developing women entrepreneurs to be more independent in the digital era. (Azhari et al., 2021; Febriyantoro & Arisandi, 2018; Lenti Susana Saragih et al., 2024; Mulyanti & Nurhayati, 2022). This refers to how women can optimize

their potential in making decisions that determine their lives, and women have the potential to provide positive energy in building themselves, their families, their environment, and the wider community by utilizing information and communication technology.(Purwanti et al., 2020)

In the empowerment activities of Aisiyiah women through the Aisiyiah Entrepreneurship School (SWA), inviting and motivating women to develop a mindset, and have a positive mindset in entrepreneurship. A personal approach will continue to be carried out to ensure that women can prove their entrepreneurial abilities and have equality with men. A positive mindset will give birth to innovative ideas, more efficient production strategies, and more innovative digital marketing.(Literasi et al., 2024; Muhaimin, 2018)

The problems faced are:

- a. Lack of self-confidence (still afraid of failure)
- b. Where to start in entrepreneurship?
- c. Marketing has not reached a wider area

For that, a strategy is needed so that female entrepreneurs are more independent by carrying out positive activities. Aisiyiah female partners are invited to be more creative with positive ideas to develop their own abilities in entrepreneurship, to develop themselves, and economic changes in social life. Women who choose to become entrepreneurs must be able to manage their time. The purpose of Aisiyiah women's empowerment activities through the Aisiyiah Entrepreneurship School (SWA) is to further improve the quality of women in the social and business environment. This will also encourage the strengthening of the household economic sector, as well as the economy in the region, such as women's MSMEs, both locally, regionally, and nationally following with the program to strengthen the economy based on women's MSMEs. Entrepreneurship schools are driven throughout the region by each PDA, including in the Banyumas area. Internet-based technology greatly helps the process of empowering women in finding business ideas, creating product and marketing innovations, and also in expanding the network of business colleagues.(Keuangan et al., 2021)

Table 1. Problems and Solutions

Problem Areas	Solution
The mindset of female entrepreneurs	1. Practicing positive thinking in self-development 2. Practice positive thinking in developing a business
Entrepreneurial business strategy	1. Through entrepreneurial <i>mindmapping</i> 2. Through the use of information technology
Business development assistance	1. Understanding financial literacy 2. Understanding <i>self-improvement</i> in expanding business networks or colleagues

2. METHOD

Technically, the implementation of women's empowerment activities in the digital era is by making preparations in advance. Preparing the internet devices used, human resources (HR) who will provide training according to capacity and competence, and the experience of resource persons in entrepreneurship. Conducting socialization and providing a simple description that this activity has sustainable business assistance. Conducting interviews with each prospective and existing entrepreneur. Counseling and assistance with long-term goals will monitor the development of women's entrepreneurial efforts so that the success of women's empowerment can be measured which is carried out through the Aisiyiah Entrepreneurship School (SWA).

Table 2. Implementation Method

No	Field & The problem	Plan Work	Target
1	The mindset of female entrepreneurs	1. Practicing positive thinking in self-development 2. Practice positive thinking in developing a business	1. Capable access application finance digital 2. Increasing literacy finance digital And manage For interest business
2	Entrepreneurial business strategy	1. Through entrepreneurial <i>mindmapping</i> 2. Through the use of information technology	1. Improvement strategic ability management business 2. Improvement ability choose strategy business Which appropriate in accordance field business
3	Business development assistance	1. Understanding financial literacy 2. Understanding <i>self-improvement</i> in expanding business networks or colleagues	1. There is better financial planning and the availability of financial reports on business development.

The application of technology is carried out to develop financial literacy quickly and accurately, as well as to ease the business transaction process (Keuangan et al., 2021). While other internet facilities are used to develop business strategies using methods that are widely offered by various marketing applications. Expansion of business networks can also be done on social media by supporting each other between female entrepreneurs and conducting business-sharing activities between entrepreneurs or female entrepreneurs. This is one way to strengthen the economy and women's empowerment networks that are expected to develop throughout Indonesia. The final stage by conducting periodic evaluations and monitoring is carried out by public relations and a team formed by the Aisyiyah Family Business Clinic (KUKA). Each team will work according to the needs of women's empowerment participants, who will be served both online and offline.

3. RESULT AND DISCUSSION

Community service activities in the context of women's empowerment began to show results after 1 month of practicing the training materials, including:

- a. The ability of Aisyiyah women to manage their mindset as Muslim entrepreneurs. The application of a positive *mindset* every day carried out by participants has a positive impact on the process of growing self-development, as well as business.
- b. The digitalization capabilities of participants have also increased, from previously using simple print paper without images, now starting to use or utilize digital media such as Canva and others. There is innovation in making logos, starting to register halal products, and adding halal logos in every promotion (creating product labels). This has been able to attract consumers from outside the city.
- c. Participants have started using digital applications to record financial reports, both through applications available on the Google Play store and recording financial reports using Excel.



Figure 1. Personal Development and Digitalization Training Activities

Benefits obtained:

- a. Have more self-confidence than before, which is useful for starting a business
- b. Have products with various innovations tailored to consumer needs
- c. Have the ability to manage finances, in order to develop the business, and strengthen the family and business economy, as well as improve employee welfare.
- d. Have a wider business network by utilizing information and communication technology, as a means of business development.

The use of digital devices is expected to help facilitate the process of self-development, and find brilliant ideas to start or develop product or service innovations. Technological devices can also support the transaction process more effectively and efficiently.

Economic and Social Impact

This activity provides a change in the mindset of Aisyiyah women in entrepreneurship, as well as in communicating with fellow female entrepreneurs and consumers, as well as potential consumers. The social changes that occur are being bolder in offering products and reaching wider targets, and more promotions using social media, so that businesses are starting to be known more widely. This activity also has a positive impact on the mindset by doing business according to Islamic law.

Meanwhile, the economic impact, starting from separating business and household finances, there is planning for financial use or budget, and the availability of simple financial reports but slowly experiencing better recording. This is also able to strengthen the economy of families, businesses, and women's MSMEs.

4. CONCLUSION

Empowering Aisiyah women to become more capable women is expected to continue to develop. The results of self-development activities show progress in terms of increasing self-confidence, supported by a positive mindset in determining strategies and capturing entrepreneurial opportunities. This activity also supports business digital through the digital platform provided by Google. Able to create better logos and promotions, so that there is innovation in terms of promotion, and able to use the most easily recognized marketplace such as several social media that also provide marketplace services. Hopefully, this activity will continue, to advance and succeed together,

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