

# Social-media-based women entrepreneurship in Indonesia's cities

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# Our research

## Pilot study<sup>1</sup>

- A growing trend to open business through social media, especially by women.
- Online business has great potential in empowering women by assisting them to become entrepreneurs.
- Online business as a solution to the dilemma faced by women between balancing their career and family life.
- Social media entrepreneurship works well due to its unique characteristics: mobility and flexibility, social capital through social media interactions, the unequal distribution of products in Indonesian cities, the lack of time by many customers to visit physical stores, and the satisfaction experienced by women as a result of this enterprise.

<sup>1</sup>Melissa, E., Hamidati, A., & Saraswati, M. S. (2012). *Social Media Empowerment: How Social Media Help Boost Women Entrepreneurship in Indonesian Urban Areas*. Swiss German University, Indonesia.

## Grant-funded<sup>2</sup>

- Conducted FGDs in five main cities in Indonesia.
- Social media expanded the social networks of the respondents and subsequently increased their social capital. Social media contributed to their sense of self-worth and increased their knowledge.
- Internet technology added to the respondents' self-actualization and economic gain. They were more appreciated by their family including their husbands who may have objected to their self-employment. The contribution to the household is quite significant. This leads to freedom of movement and more active participation in domestic decision making.

<sup>2</sup>Melissa, E., Hamidati, A., Saraswati, M. S., & Flor, A. (2015). The Internet and Indonesian women entrepreneurs: Examining the impact of social media on women empowerment. In *Impact of information society research in the global south* (pp. 203-222). Springer, Singapore.



<< During an FGD session



Overseeing production at home >>

## A follow-up, 2019

- Inviting prior respondents in Jakarta.
- Those who are tech-savvy are more able to maintain their online business long term.
- They are supported by significant others who presumably have better tech skills and would even pursue the business full time.
- A shift in how the business is run? In the initial study, their success depended on their network/social capital. It was more trial and error. Now their success depends more on their knowledge of the platforms and how to market the platforms. There's more savviness in how the businesses are run this time around.



# The takeaways

- There is relatively no gender gap in entrepreneurial activities in Indonesia. However, there are more male participating in the labor force in comparison to female. It indicates that women who cannot enter the job market prefer to start a business in their limited capacities (Nawangpalupi, et al., 2016).
- The majority of entrepreneurship ventures in Indonesia are run by women.
- Government support to encourage entrepreneurship.
- ICTs bring entrepreneurial opportunities that free limitations imposed upon women.

Terima kasih.

Mahalo.

Thank you.