

# EMPOWERMENT OF WOMEN HUMAN RESOURCES (WOMEN-PRENEUR) AT MSME IN WEST JAVA TO INCREASE ECONOMIC INDEPENDENCE THROUGH TECHNOLOGY DURING COVID-19

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## ABSTRACT

Women human resources in West Java have an essential and strategic role to drive MSME business agents, as well as being the most economically and socially affected during the Covid-19. The strategy to save economic recovery by utilizing access to technology is as the motor of economic independence growth. Information technology adaptation has the potential to dominate the market and increase the economic contribution. Therefore, a program model is fully required to empower. This study purposes to find out how empowering women's human resources at MSME in West Java through the implementation of information technology during Covid-19. This study generates a cross sectional method; whilst the specification of the research is descriptive quantitative analysis, by using sampling technique of purposive sampling with a total of 30 MSME respondents in West Java province. Literature study used in this research is data collection techniques. The results showed that women human resources had independence in the aspect of material welfare, awareness enhancement and value strength. Furthermore, the participation and control or power are quite high. But in the other hand, aspects of information technology related to distribution, marketing, information, knowledge and skills training have not had developed. Model optimizing is required for empowering community in the section of education programs based on mainstreaming the gender of women with government and private facilitators.

**Keywords** – women human resources, MSME, economic independence, information technology, Covid-19

## INTRODUCTION

The National Development Program (Propernas), states that national development must have a gender perspective, as a concrete effort to realize gender equality within family, community and state life (UU No. 25/2000). This is realized through the participation of women's Human Resources (HR) in the MSME sector. The data shows that the participation of women's human resources in the MSME sector is quite high. The results of the Business World survey by the World Bank show that 42.8% of MSMEs are owned by women. Meanwhile, according to Sakernas data at BPS, female formal workers reached 46.7%. By a formal employment ratio of 47.0% in 2013, it is estimated that 43% of MSMEs in Indonesia are owned by women [1].

If women-owned businesses and women's formal jobs remain as they were in 2013 to 2015, it can be assumed that women's MSMEs contributed IDR 443 trillion (\$36.5 billion) and women-owned medium-sized businesses IDR 421 trillion (\$34.6 billion) to the Indonesian economy. This is equivalent to 9.1% of the country's GDP [1]. However, this contribution is relatively small compared to the contribution of companies, which are below MSMEs, which are 5.066 units/0.01% [2]. Therefore, it is necessary to increase the empowerment of MSME female human resources so that they are of higher quality and have high productivity so that economic independence can grow.

Women's MSMEs have an important and strategic role in national economic development. Therefore, women as business actors from the majority of MSMEs in Indonesia are very instrumental in supporting the economy. If you look at history, during the crisis in 1998, MSMEs were still able to survive and even become the saviors of the Indonesian economy. Thus, women who are the parties most affected economically and socially during the Covid-19 pandemic in Indonesia have the potential to save the economic recovery due to the pandemic by utilizing access to go-online information technology which is the motor of new economic growth. The Covid-19 pandemic can shape the products and services offered, start-ups, or start-up organizations [3, 4]. Through adaptation to information technology and the use of e-commerce, women human resources who drive MSME business have the potential to dominate the market and continue to increase the economic contribution to the nation.

Digital technology offers an opportunity for anyone to be able to maximize their potential. For women entrepreneurs of MSMEs, digital technology will allow them to penetrate a wider market, which can be reached if not online. Greater network relationships by creating bridges to pool resources [5]. At the same time, digital technology will make it easier to promote products/services more massively through collaboration with e-commerce/marketplace platform providers.

However, the number of MSMEs that utilize technology is still at very low frequency. Based on data from the Ministry of Information (2020), only about 16% or 9.4 million MSMEs in Indonesia use online platforms. The survey results show that the awareness of women entrepreneurs of SMEs on the importance of information technology and learn about the use of information technology to support their businesses is as follows: 1) marketing through the internet 76%, 2) access to capital online 57%, 3) the use of information technology for 48% increase in production, and 5) 44% use of technology for financial bookkeeping. The low level of technological literacy in the female MSME group has become a common problem. The root of the problem cannot be separated from gender stereotypes and inequality of access between men and women, thus preventing women from getting learning opportunities, benefiting and having careers in the STEM field, as well as obstacles to the growth of economic independence [4, 6].

This is crucial as a support for West Java women's HR MSMEs to survive during the Covid-19 pandemic from a number of MSMEs that were able to survive and

continue to run their businesses due to the use of information technology, both those that had been running before or after the pandemic occurred. The use of technology in addition to being able to maintain business, can also minimize income losses during a pandemic. Data shows that 92% of MSMEs survive because of information technology as the main driving factor for continuing business operations [7].

Research by [8, 9] [10] and [11] discusses if there are two factors of women's poverty, first comes from within the women themselves; low education and lack of skills, then factors that come from outside themselves. Women such as policies and social structures. To overcome this, the empowerment model is carried out by providing capital and increasing women's access and control over local resources, providing skills with assistance so that women are able to reach production assets, this increases women's capacity in the socio-economic field which has an impact on increasing knowledge and skills, including skills in the use of information technology to the availability of jobs, utilization of local resources.

These studies suggest the requirement for assistance to the target group so that they have the awareness to be independent and able to get access, which means that if empowerment is only by providing capital without any assistance, the most important element of empowerment from empowerment will not be achieved, namely the element of independence of the target group [8, 12]. The results of the implementation in an effort to empower women must be analyzed to determine the effectiveness of the empowerment. Sara Hlupkile Longwe states that there are 5 criteria for analysis [11] first, increasing material welfare with the fulfillment of basic needs such as food, income, housing, health. Second, women and men have equal access to resources. Third, women have a critical attitude and reject discrimination from the social order. Fourth, there is equal participation and role between men and women at the family, community and community level. Fifth, the absence of power relations in the relationship between men and women, equality in power means that there is a balanced power between men and women, neither women nor men dominate and are dominated. Economic empowerment is an effort to strengthen ownership of production factors, strengthen marketing and distribution, strengthen women in obtaining adequate salaries, obtain information, knowledge, and skills, which are carried out in various aspects, such as aspects from within women themselves and aspects of policy. Women's economic empowerment seeks to build a strong, modern, competitive economy and enter the correct market mechanism, progress from a traditional economy to a modern, weak economy to a strong economy, from dependence to an independent economy. Therefore, the steps for changing the structure include: allocating sources of empowerment, strengthening institutions, mastering technology, and empowering humans [11] which are the most crucial things.

It is necessary for parties who have a strategic role to encourage the development of West Java women's MSMEs related to the use of information technology both in terms of providing training or providing technological facilities. Currently, the government and CSOs (Civil Society Organizations) are the most dominant parties in providing support and assistance to West Java women's MSMEs during the Covid-19 pandemic. One of the inspirations is The Sisternet program initiated by the Ministry of PPPA in collaboration with PT. XL Axiata Tbk (XL Axiata) which has the goal of connecting women micro-enterprises until the end of 2020 with digital technology. Incubation class participants have product or service business activities, including food and handicrafts, which are domiciled in 4 (four) provinces, namely West Sumatra, West Kalimantan, Bali, and West Nusa Tenggara. have digital business skills. The program, which started on April 23, 2015, currently has more than 26,000 members, and currently has more than 26,000 members and continues to increase the value of benefits for Indonesian women's MSME human resources [13]. Sisternet cooperates with various women's communities and organizations, as well as with many social activists in various regions.

Based on the description of the background above, the problems that will be discussed in this paper are how to Empowering women's MSME human resources in West Java through the use of information technology in the Covid-19 pandemic era.

## LITERATURE REVIEW

The concept of women's empowerment is a new paradigm of development applying the characteristics of people centered, participatory improving and sustainable, developed into "*alternative development*" which wants inclusive democracy, appropriate economic growth, gender equality and intergenerational equality [14]. Empowerment of MSMEs for women in West Java is the process of strengthening the group which is considered weak to have ownership in production factors, strengthening in the field of marketing and distribution, strengthening women to earn a decent wage, access to information, access to knowledge, and ease of getting skills training, which carried out from various aspects, both from within women and from the policies implemented. The application of the empowerment model for women's MSMEs in West Java is locally specific considering the characteristics of the problems that cause women's powerlessness in the economic field when compared to other groups (Mardi Hutomo). Likewise, economic empowerment in addition to capital assistance (funds), increased productivity and equal business opportunities. There is also a need for synergy between advanced and developing businesses so that structural changes occur, namely a change from a traditional economy to a modern economy, a weak economy to a strong economy, from a subsystem economy to a market economy, and from dependence to independence. The process of changing the structure includes allocating resources, improving institutions, mastering technology, and empowering human resources.

Mastery and utilization of technology, including information technology, is the main thing in the era of the Covid-19 pandemic as an effort to empower women's MSME human resources West Java in distribution access, marketing, information, knowledge and skills training. This is carried out on their own initiative and government and private facilities have a strategic role in strengthening of West Java women's MSME human resources both in marketing and distribution, strengthening for access to information, access to knowledge, and ease of getting skills training.

Economic empowerment activities are carried out through increasing access the following: 1) business capital assistance, 2) human resource development, 3) facilities and infrastructure to support the socio-economic community [8, 13]. Thus, women's economic empowerment includes the following: First, the allocation of empowerment resources in the form of women's access to production assets, increasing access to capital assistance. Second, strengthening institutions by strengthening the position of people's economic business partnerships so that cooperation between business actors can be established, then strengthening small industries, with broad relations, the industry will support each other, so that the market and skills obtained are even greater. Third, mastery of technology related to resource management, this will be achieved if access to facilities and infrastructure that support socio-economics increases. Fourth, human resource development through educational services, providing skills and other forms of knowledge, as well as supporting the emergence of new entrepreneurs for economic independence through adequate learning models.

Fred stated that the model is a conceptual or system that combines certain parts of the original object [8, 13]. Several models of women's empowerment are often applied by facilitators from the government and the private sector, including "*Empowerment through Community Education Programs*". This model is strategic because it is able to integrate with various government empowerment programs, namely the life skills program. According to Kindervatter, non-formal education obtained through community education programs is capable of empowering women's

empowerment aimed at developing knowledge, mindset, potential to self-development of the fostered.

Empowerment and involvement through Gender Mainstreaming (PUG) is a gender responsive empowerment model concept, so that no group is left behind, carried out from the planning, preparation to evaluation stages. UG is required for every government agency, both central and in carrying out programs as mandated in Presidential Instruction No. 9 of 2000 concerning Gender Mainstreaming in National Development, so that women become an important foundation for obtaining gender justice and contributing to national development and women's economic independence [13].

The concept of women's economic independence is a condition of optimizing one's own ability to solve problems and escape from dependence, without closing oneself to cooperation. Economic independence will be realized if there is independent thinking [7]. In consequence, women's economic independence is the condition of women who are able to solve problems by optimizing their abilities and cooperation, free from dependence. Women's economic independence is the result of independent thinking or a change in mindset from initially comfortable with dependence to trying to fight stereotypes, subordination and marginalization. One of the concepts of empowerment for women's development (Women's Empowerment Criteria or Women's Development Criteria) according to Sara Hlupekile Longwe can use the Longwe analysis technique. This analytical technique has been used as a method of empowering women, using five criteria, namely; well-being, access, critical awareness, participation and control. The Longwe technique is used to analyze the process of women's independence from the aspect of welfare in the form of material, as well as to increase women's inner abilities by understanding five points of analysis criteria [15] including:

- 1) Dimensions of welfare, the ability to meet material needs seen from the sufficiency of basic needs (clothing, food and shelter) that can be utilized by both men and women.
- 2) The dimension of access, the gender gap, can be seen from the difference in access to resources between men and women, women's lower access to resources causes lower productivity than men, must be overcome with awareness.
- 3) The critical awareness dimension is due to the assumption that women's socioeconomic position is lower than men's and the traditional division of labor is an irreversible order. This raises a critical attitude that the subordination of women is not a natural thing but the result of discrimination from the prevailing social order.
- 4) The dimension of participation, in this case, means involvement or active participation from the beginning, both quantitative participation (the number of men and women involved) and qualitative participation (the roles of men and women in decision making).
- 5) The power/control dimension will show the gap between men and women due to power relations. This stage seeks to build equal relations between men and women, so that neither party dominates nor is dominated.

Thus, women's economic empowerment is an increase in the dignity and worth, efforts to develop the potential, and independence of women through participation. Samuel Paul said that participation is the active participation of the target group so that mutual influence is formed between the target group and the facilitator. According to [16], women's involvement must start from the stage of making, implementing and enjoying the results of the decision to the evaluation stage. The existence of active participation makes women aware of the situation they face, able to find solutions to overcome problems, and able to read social and economic realities by strengthening the delivery system at lower levels [17]

The previous researchers who conducted women's empowerment and gender

related research that inspired the author include: [13] research with the title "Model of Women's Empowerment and Gender Mainstreaming through Community Education Services at the Center for Community Learning Activities". [8] with the title "*Empowerment of Poor Women Based on the Utilization of Local Resources through a Social Entrepreneurship Approach*" (Case Study in Disadvantaged Areas, Pasaman Regency, West Sumatra). [8] with the title "*A Model for Empowering Poor Women through the Development of Family Entrepreneurship Towards a Creative Economy in Karanganyar Regency*". [18] with the title "*Family Economic Empowerment Through Reducing Poverty Feminization (PFK) towards Improving the Economy of Muslim Families in Blitar Regency*". [19] with the title "*Community Empowerment in Economics: A Theoretical Review and Implementation*".

## RESEARCH METHOD

This study uses a cross sectional method [20] to explain the intensity of women MSME human resources in West Java in conducting an evaluation by analyzing the implementation of an adequate and effective female MSME empowerment program model for realizing economic independence in the Covid-19 Pandemic era.

The research specification uses a quantitative descriptive analysis of 30 respondents of MSME Women in West Java. The sampling technique used purposive sampling. Data collection techniques using questionnaires and literature study. The study examines primary, secondary and library data related to how to empower female MSME human resources in West Java through the use of information technology in the Covid-19.

## RESULTS AND DISCUSSION

### **Empowerment of Women MSME Human Resources (Womenpreneur) West Java through the Utilization of Information Technology in the Covid-19 Pandemic Era**

The Covid-19 pandemic has had an impact on various sectors of business activity, including the women's MSME business activity sector. HRWomen MSMEs that still survive in running their businesses include: culinary 50%, basic necessities 20%, handicrafts 10%, floriculture 10% and fashion business 10%. The impact of the Covid19 pandemic on women's MSMEs includes, among others: a drastic decrease in turnover, constraints on product marketing, especially during the PSBB period, running out of capital and difficulties in accessing capital, as well as difficulties in obtaining raw materials. Of the 90% of female MSME human resources who experienced a negative impact due to the Covid-19 pandemic as follows: 6% experienced a decrease in income, 67% had problems in product marketing, 51% had difficulty accessing markets, and 35% had difficulty obtaining raw materials [21].

The results of research conducted by the author on the sample 30 MSME HRWest Java women, due to the Covid-19 pandemic, it had a domino effect on MSME employees so that West Java female MSME human resources took several policies to employees, including the following:

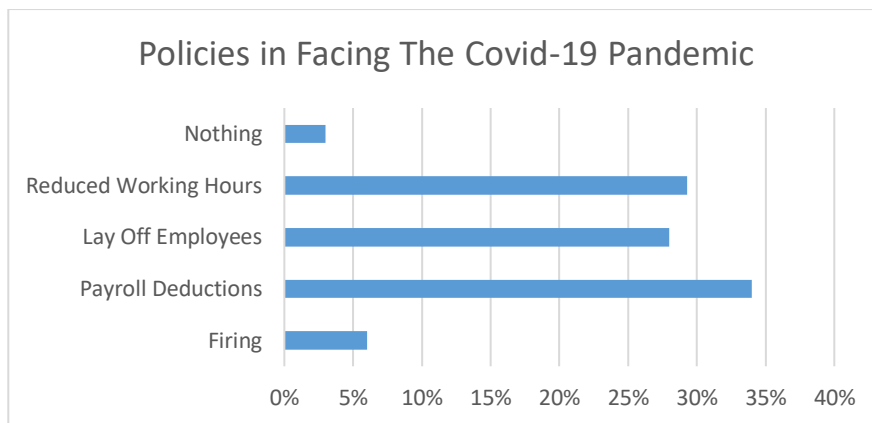


Figure 1. West Java Women's MSME Policy in Facing the Covid-19 Pandemic

Policy West Java female SMEs in the face of the Covid-19 pandemic for their employees with a percentage of 34% being employee salary cuts, working hours reduction by 29%, laying off employees by 27%, layoffs by 8%, and no policy at all is 3%. Thus, the policyThe West Java female MSME human resources are trying to survive to be able to continue running their business. One of the efforts made is its ability to develop innovative strategies during the Covid-19 pandemic, namely online marketing, changing business types, financial management, product diversification and product innovation.

Research conducted by the author on 30 respondents of MSME HR pWest Java women regarding the use of information technology in the Covid-19 pandemic erasing purposive sampling technique, the respondent's profile was analyzed based on age West Java women's SMEs shows that the majority of almost 63% are under 21-30 years old. This shows that productive age is the main capital in Women empowerment. The majority of the latest education is S1 and currently taking S1 by 57%, D3 27%, and senior high school 16%, this shows the potential quality of education for students and women empowerment. Business fields managed include: culinary 10%, e-commerce 23.3%, beauty 23.3%, consultant 20%, and automotive 3% with the majority of business activities being almost 83% over 4 years. This shows that they already have experience in potential business activities to be empowered with the length of domicile in the current place of business more than 4 years, the majority 77%, and from the Bandung area with the majority 50%, Garut by 23%, Karawang by 13%, Purwakarta by 7 %, and 3% from Tasikmalaya. Data business field West Java female HR SMEs with the utilization of technology is set out in Figure 2 below:

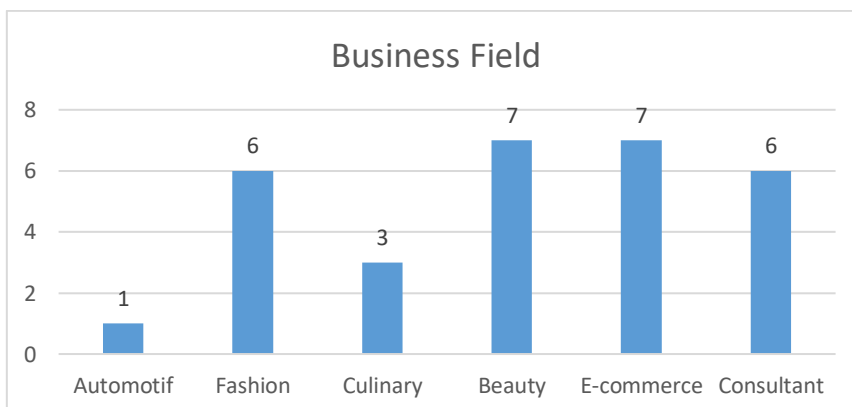


Figure 2. Business Field West Java Women's HR SMEs by Utilizing Technology

Furthermore, the results of the study show that the form of utilization of information technology by female MSME human resources in West Java using online platforms is dominated by e-commerce by 27%, other forms using social media by 20%, websites 18%, online delivery service 12%, e-wallet 3%, digital bookkeeping by 10%, online loans by 7%, and not using technology by 10%. The details of the form of technology utilization are explained as follows:

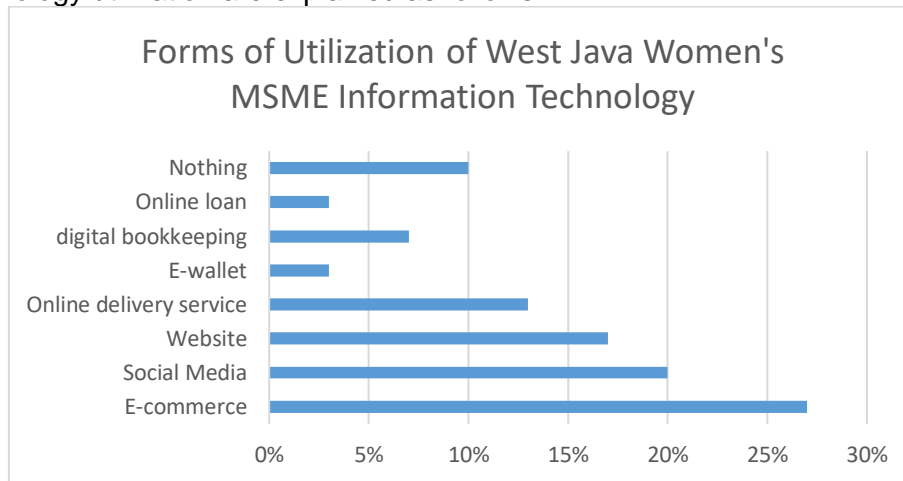


Figure 3. Forms of Utilization of Information Technology by MSME Women in West Java

The results of further studies conducted by researchers on 30 respondents in West Java women's SMEs related to the empowerment of women's MSME human resources West Java in strengthening the use of digital information technology in the era of the Covid-19 is drawn in table 1 below:

Table 1

**Empowerment of Women's MSME Human Resources West Java in Reinforcement Dimension Utilization of Digital Information Technology in the Covid-19 Era**

No.	Question Items	Percentage						Total
		1	2	3	4	5	6	
Dimensions of Strengthening the Utilization of Digital Information Technology								
1	Always have access to online marketing	10.00%	36.67%	23.33%	26.67%	3.33%	0.00%	100%
2	Always have access to digital distribution facilities	3.33%	50.00%	43.33%	3.33%	0.00%	0.00%	100%
3	Always get reinforcement for access to information	3.33%	40.00%	33.33%	16.67%	6.67%	0.00%	100%
4	Always have easy access to knowledge	3.33%	40.00%	30.00%	20.00%	6.67%	0.00%	100%
5	Get easy access to skills training, which is done on your own initiative	10.00%	40.00%	43.33%	6.67%	0.00%	0.00%	100%
6	Get easy access to skills training, which is facilitated by the government	3.33%	3.33%	30.00%	33.33%	30.00%	0.00%	100%
7	Always have access to develop online innovation strategies	0.00%	20.00%	56.67%	20.00%	3.33%	0.00%	100%
8	Always have easy access to knowledge via online	3.33%	6.67%	20.00%	40.00%	26.67%	3.33%	100%
9	Always have easy access to product diversification and product	0.00%	20.00%	13.33%	53.33%	13.33%	0.00%	100%



innovation via online

*Description: 1=TP (Never), 2=CSW (Once), 3=PSS (Once Occasional 1 or 2 times), 4=PBK (Once several times, more than 2 times), 5=S (Often), 6=SS (Very Often)*

1. Always get access to online marketing have the intensity of 3 (once occasional 1 or 2 times) up to 6 (very often) by 55%. This shows that West Java women MSMEs have enough access in the field of online marketing.
2. Always have access to digital distribution facilities has an intensity of 3 up to 6 by 47%. This shows that women's MSMEs in West Java still lack access to digital distribution facilities.
3. Always get reinforcement for access to information has an intensity of 3 up to 6 by 56.7%. This shows that women's MSMEs in West Java are sufficiently strengthened to access digital information.
4. Always have easy access to knowledge has a intensity of 3 up to 6 by 56.7%. This shows that women's SMEs in West Java have easy access to knowledge.
5. It is easy to get skills training that is carried out on their own initiative has an intensity of 3 up to 6 by 50%. This shows that female SMEs in West Java have received sufficient skills training, which is carried out on their own initiative.
6. Get easy access to government-facilitated skills training has an intensity of 3 up to 6 by 2 93.4%. This shows that West Java women MSMEs are very high in getting skills training facilitated by the government.
7. Always have access to develop knowledge innovation strategies via online has an intensity of 3 up to 6 by 80%. This shows that West Java women's MSMEs have very high access to developing innovative strategies.
8. Always have easy access to knowledge via online has a intensity of 3 up to 6 by 90%. This shows that West Java women's MSMEs are very high in getting easy access to knowledge via online.
9. Always have easy access to product diversification and product innovation via online has a intensity of 3 up to 6 by 80%. This shows that West Java women's MSMEs are very high in getting easy access to product diversification and product innovation via online.

Therefore strengthening utilization through digital information technology in the Covid-19 era as an effort to empower women's MSME human resources West Java in access to distribution, marketing, information, knowledge and skills training, which is carried out on its own initiative has sufficient value, needs to be done to increase empowerment in the form of strengthening West Java women's MSME human resources in the area of marketing and distribution, strengthening access to information, access to knowledge, and ease of obtaining skills training, which is carried out from various aspects both from within women and from various policies need to be implemented.

As an effort to realize the economic independence of women's MSMEs in West Java according to the concept of Women's Empowerment Criteria or Women's Development Criteria according to Sara Hlupekile Longwe's analytical technique which is used as a method of empowering women using five analytical criteria, namely: welfare, access, critical awareness, participation and control (Trisakti). Handayani, 2006 in Anan, 2013). Referring to the Longwe technique to analyze the success of empowering West Java female MSME human resources through the process of economic independence by using information technology utilization in overcoming business problems due to the impact of Covid-19 in this study, a sample of 30 West Java female MSME respondents was used. That matter implemented in access activities, including: marketing, distribution, information, knowledge, training, skills, both on their own initiative and government facilities based on digital information technology in the current Covid-19 pandemic conditions, related to these 5 dimensions described in table 2 as follows:

Table 2

**Table 2. Empowerment of West Java Women's MSME Human Resources through the Utilization of Digital Information Technology in the Covid-19 Era**

No.	Question Items	Percentage						Total
		1	2	3	4	5	6	
<b>Dimensions of Welfare</b>								
1	Always trying to meet material needs in the form of clothing, food and shelter	6.67%	10.00%	6.67%	43.33%	13.33%	20.00%	100%
2	Always fulfill material needs that can be utilized by both men and women	6.67	13.33%	50.00%	20.00%	6.67%	3.33%	100%
<b>Access Dimension</b>								
3	Have equal rights with men to access to the fulfillment of the access needs mentioned above	10.00%	6.67%	23.33%	30.00%	30.00%	0.00%	100%
4	Has a gender gap between men and women, where women have lower rights to get access	6.67%	10.00%	26.67%	36.67%	16.67%	3.33%	100%
<b>Dimension of Critical Consciousness</b>								
5	The gender gap between women and men is due to the fact that women's socioeconomic position is lower than that of men	6.67%	30.00%	40.00%	20.00%	0.00%	3.33%	100%
6	The socio-economic position of women is lower than that of men, will your parents refuse?	13.33%	3.33%	20.00%	30.00%	26.67%	6.67%	100%
7	The traditional division of labor is a rule/system that cannot be changed	6.67%	13.33%	16.67%	16.67%	36.67%	10.00%	100%
8	The subordination of women is not something that is natural but the result of discrimination from the prevailing social system	10.00%	0.00%	23.33%	40.00%	16.67%	10.00%	100%
<b>Participation Dimension</b>								
9	Active involvement or participation from the start in conducting business activities by utilizing access to digital information as well as the participation of men	10.00%	13.33%	36.67%	26.67%	6.67%	6.67%	100%
10	Involvement in business activities by having the same number of participations as men	10.00%	10.00%	23.33%	26.67%	20.00%	10.00%	100%
11	Role in decision-making in accordance with the role of men	13.33%	33.33%	16.67%	26.67%	6.67%	3.33%	100%
<b>Dimensions of Power/Control</b>								
12	Always build relationships/relationships that are equal to male entrepreneurs in carrying out business activities	16.67%	36.67%	23.33%	16.67%	3.33%	3.33%	100%
13	There is no party that dominates or is dominated between male and female business actors towards a prosperous society	3.33%	3.33%	10.00%	26.67%	40.00%	16.67%	100%

*Description: 1=TP (Never), 2=CSW (Once), 3=PSS (Once Occasional 1 or 2 times), 4=PBK (Once several times, more than 2 times), 5=S (Often), 6=SS (Very Often).*

### **Dimensions of Welfare**

Always trying to meet material needs in the form of clothing, food and housing the intensity is 3 up to 6 by 95.5%. It shows West Java women's SMEs has a very high-power potential for meet material/welfare needs in the form of clothing, food and shelter in the face of turbulence due to the Covid-19 pandemic.

Always fulfill material needs that can be utilized by both men and women who have the intensity is 3 up to 6 by 95.5%. It shows West Java women's SMEs has a very high-power potential for meet material needs that can be utilized by both men and women in responding to the turbulent situation due to the Covid-19 pandemic with an increasingly competitive business.

### **Access Dimension**

Have equal rights with men to access to fulfillment of needs, access to marketing, distribution, information, knowledge, training, skills, as mentioned above have the intensity is 3 up to 6 by 95.5%. It shows West Java women's SMEs have equal rights with men facing turbulent situations due to the Covid-19 pandemic.

Has a gender gap between men and women, where women have lower rights to get access the intensity is 3 up to 6 by 95.5%. This shows that West Java women MSMEs do not have a gap in rights between women and men facing a turbulent situation due to the Covid-19 pandemic.

### **Dimension of Critical Consciousness**

Getting different treatment between women and men due to the socio-economic position of women is lower than men having an intensity of 3 up to 6 by 95.5%. This shows that West Java women's MSMEs have a critical social awareness on a par with men.

Doing refusal if you receive less treatment than men related to socio-economic position, the intensity is 3 up to 6 by 95.5%. This shows that West Java women MSMEs have a high critical awareness related to equality with men in socio-economic positions.

Doing work with the traditional division of labor because the rules/systems cannot be changed, the intensity is 3 up to 6 of 95.5%. It shows West Java women's SMEs have a high critical awareness related to equality of women with men is something that needs to be enforced, so that gender equality is maintained.

Doing work with the subordination of women is not a natural thing but is the result of discrimination from the prevailing social system, the intensity is 3 up to 6 by 95.5%. This shows that West Java women MSMEs have a high critical awareness related to preventing discrimination.

### **Participation Dimension**

Getting involved or actively participating from the start in conducting business activities by utilizing access to digital information as well as the participation of men, the intensity is 3 up to 6 by 95.5%. This shows that West Java women MSMEs have active participation in utilizing access to digital information as well as the participation of men.

The involvement of business activities by having the same number of participations as men, the intensity is 3 up to 6 by 95.5%. This shows that women's SMEs in West Java have active participation with the same frequency as men.

Carrying out a role in decision-making in accordance with the role of men, the intensity is 3 up to 6 of 95.5%. This shows that West Java women's MSMEs in carrying out decision making in accordance with the role of men.

### **Dimensions of Power/Control**

Always build relationships/relationships that are equal to male entrepreneurs in carrying out business activities, the intensity is 3 up to 6 by 95.5%. This shows that West Java female MSMEs in building relationships/relationships are equal to male entrepreneurs.

There is no party that dominates or is dominated by male and female business actors towards is 3 up to 6 by 95.5%. This shows that West Java female MSMEs do not dominate each other with MSME business actors towards a prosperous society.

Thus, from the results of research on 30 respondents, the data shows that HR MSME women West Java has independence both in the aspect of welfare in the form of material, as well as in increasing the ability of women as evidenced by having very high awareness and strength in aspects of welfare, access, critical awareness, participation and control/ power so that they can have equality with men. However, the information technology aspect is related to the distribution, marketing, information, knowledge and skills training aspects, which are carried out on the initiative West Java MSME human resources women as well as from various policies still not good grades. Therefore needs to be optimized through a model of public education programs with emphasis on the female gender. According to Cohan and Uphoff, the involvement of women's MSMEs needs to start from the stage of making, implementing, enjoying the decision results, up to the evaluation stage, so as to raise awareness of the situation and overcome problems in terms of social and economic realities [7, 10].

From 30 respondents MSME women in West Java, researchers obtained data that the training that had been followed related to access to knowledge and skills, strengthening digital information technology during the Covid-19 pandemic, namely with the majority government facilities related to marketing by 14%, distribution by 23%, creativity innovation by 27%, product diversification strategies by 27%, intellectual property rights in the form of copyright, trademark, patent, license by 8%. Likewise, training with government facilities related to marketing is 32%, distribution is 17%, creativity innovation is 33%, product diversification strategy is 3%, intellectual property rights in the form of copyrights, brands, patents, licenses are 3%.

According to [22] opinion, it is necessary to optimize both government and private facilitators with strategic empowerment models, able to integrate with government programs, namely life skills programs, considering that according to Kindervatter that non-formal education through community education programs is able to realize empowerment by developing knowledge, mindset, potential to self-development, increasing dignity, according to Samuel Paul, it is necessary to have active participation from the target group so that mutual influence is formed between the target group and the facilitator can accelerate the process of economic independence MSME women in West Java.

### **CONCLUSIONS AND SUGGESTIONS**

Women human resources of MSME in West during Covid-19 has independence both in the aspect of welfare in the form of material, as well as in increasing the ability from within, as evidenced by having awareness and strength with very high numbers in the acquisition of awareness and strength to gain prosperity, access,

critical awareness, participation and control/power. However, aspects of information technology related to aspects of distribution, marketing, information, knowledge and skills training do not have good values Therefore empowerment women through the model of community education programs based on mainstreaming gender is crucial to realize a strong, modern, competitive economy and enter the correct market mechanism, progress from a traditional economy to a modern, weak economy to a strong economy, from dependence to accelerate the growth of economic independence.

Empowerment optimization is required to the women human resources at MSME in West Java through a model of community education program based on women's gender mainstreaming with facilitators from both the government and the private sector. Civil Society Organizations (CSOs) need to continue to advocate both at the implementation level and policies related to access to information technology. The government needs to make strategic partnerships with civil society organizations, academia, and the private sector to provide business assistance facilities, especially related to technology mastery training, as well as digital marketing so that West Java MSME human resources can adapt to changes in consumer behavior and preferences in the era of the new order, both during the pandemic. Covid-19 and at the time of the new normal after Covid-19.

The government needs to synergize between ministries and institutions (Coordinating Ministry for Economic Affairs, Ministry of Cooperatives and MSMEs, Ministry of Social Affairs, Ministry of Manpower, Bappenas), BUMN, BUMD, BUMDes to become a buffer for the MSME sector by strengthening MSME access, capacity, and connectivity.

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