

Communication, women and culture in society: the impact of social media on women in Indonesia

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Abstract

Throughout history, the ruling class has established the state and its myriad institutions to ensure its survival and perpetuation. These institutions (whether capitalist, governmental or sexist) use both physical and intellectual instruments to support capital. In particular, during feudalism and pre-capitalism, the above groups used mosques, families, gender and educational institutions to perpetuate unequal connections. Nonetheless, in the contemporary world, mass media, as a new form of communication, have evolved as a new ideological tool and played a crucial role in promoting awareness and diminishing dominance in human communities. With *digital* as the new norm, it is evident that it is an essential tool for companies trying to boost brand awareness, exposure and clientele. In particular, the rise of social media has boosted the status of women globally and expanded their in-

volvement in micro, small and medium-sized businesses. The objective of this research is to explore the cultural and communication interactions of female entrepreneurs throughout history. This research explores, using Indonesia as a case study, the influence of social media on women's micro, small and medium enterprises (MSMEs). This paper is descriptive in nature and is based on secondary data obtained from Ministry of MSMEs papers, journals, books and websites. This research suggests that women were suppressed in many societies in the past, but as communication technology has advanced, the internet has improved women's involvement in small and medium-sized enterprises (MSMEs).

Keywords: communication, women, culture, social media Makassar.

1. Introduction

Since the dawn of human civilisation, individuals have communicated through body language, sounds and gestures. Then, vocal language evolved as sounds were refined to represent things and concepts, while written language arose when written symbols evolved to represent objects and concepts. It is quite remarkable to see the centuries-long impact of oral tradition through epics, myths and songs passed down from generation to generation. Throughout history, communication has changed from simple notes between people to an international phenomenon with complex technology, a lot of money invested, a complicated organisational structure, a legal framework and content that is made by professional communicators and sent to a mass of undifferentiated capitalist consumers (Brynjolfsson, McAfee, 2012). This has also affected most cultures and people's orientations, as well as their participation in the socialisation process.

The Internet World Statistics report that the overall number of online users as of June 2018 surpassed 4 bln, which equates to around 55 mln people, or 1% of the world's population, having internet access (Mavrodieva et al., 2019). From 2000 to 2018, the global increase in internet users was 1,066%. As of June 2018, the number of internet users in Asia topped one billion, making it the largest continent in the world for internet users. Consequently, this will increase people's access to social media (Johnston 2019). Individuals and companies have used social media extensively to disseminate information and promote goods and innovation around the globe. Additionally, a variety of social media sites, e.g. Instagram, Facebook, Twitter, WhatsApp

and YouTube, have been used to improve everyday operations. Additionally, social media users have been able to express their thoughts and experiences. Regarding social media use, there are several advantages, especially for internet marketing.

Throughout history, women have traditionally been seen as second-class citizens. Frequently, their duties have been restricted to those of wife, mother and caregiver. This is especially true in Indonesian communities, particularly in Makassar City, the investigation's location. Thus, women's access to entrepreneurship and economic independence has not always been straightforward. Fortunately, as inventions, e.g. the internet, become more woven into the fabric of society, these motivated women have achieved entrepreneurial success by using social media. Using the internet, women from all backgrounds and industries can learn from them and grow their own businesses. Thus, the development of communication media (social media) has increased the participation of women in entrepreneurial endeavours.

This work's primary objective is to investigate the history of female entrepreneurs and their interactions with culture and communication. This paper also explores the influence of social media on women's micro, small and medium enterprises (MSMEs) using Indonesia as a case study. This paper contends that, in the past, women in many cultures were oppressed; however, as communication technologies have advanced, the internet has improved women's involvement in small and medium-sized enterprises (MSMEs). This work also suggested some ways that the government of Makassar could get more women to work in micro, small and medium enterprises (MSMEs).

2. Women and culture

In the majority of the world's societies, women are seen as submissive to males in some capacity (Sanday 1989). Despite their potential and efficiency, women do not have the same social standing as males of the same age and social standing since their contributions are not acknowledged and, consequently, are not culturally recognized. In general, men's social space extends beyond the home realm, while women's social space is confined to domestic boundaries. While there are variations in the activities of men and women across societies, male as opposed to female activi-

ties are always regarded as predominately significant, and cultural systems accord authority and value to the role and activities of men under the label “prestige values” (Damilola 2010). The current form of production is intricately tied to the role of women in society. Individuals’ relationships with the means of production determine whether the organisation of social relations in production will be egalitarian or based on subordination and dominance. Unequal gender relations of oppression and exploitation in society stem from unequal relationships between and among individuals, social classes and communities (Bassey, Bubu, 2019). And women are oppressed in other ways, including by an unfair system that favours males and by another social stratification based on class, caste and community. Women are oppressed in almost all communities and civilisations, although to varying degrees and under various systems of production (Magesso 2022).

The twin foundations of human civilisation are productivity and reproduction (David, Foray, 2003). Through work and reproduction, people supply themselves with the basics of life and produce new life. Procreation is a biological function that humans and other animals share, while production is an exclusively human trait. However, production must be analytically posited before reproduction and, consequently, the social relations of production must be posited before those of human reproduction. Labour and the creation and use of tools distinguish a human civilisation from the animal world. The existence of animals is not dependent on their ability to create and use tools, since they may do so incidentally. On the other hand, humans cannot thrive without structured work. In addition, as a result of their creative activity, people produce wholly new, non-biological wants. However, both production and reproduction are culturally apparent. Survival is culturally represented as the sex-gender-reproduction system, and reproduction is socially organised as the mode of production.

Ethnographic and historical studies demonstrate that, in prehistoric societies, the forces of production were on a basic level, as primitive tools and simple skills produced sustenance (Renfrew et al., 1974). Everyone worked according to their age and abilities. Individuals were treated equally in terms of access to the means of production. The division of labour was based on age and gender. Daily food collection

and cooking were required. Consequently, output was limited to satisfying demands for sustenance; no excess was generated for trade. The social organisation consisted of matrilineal groups, not a husband, wife and their dependent children. The latter, which eventually came to be regarded as a family, was neither an economic or producing entity nor one for conducting chores, nor did it own property. The fundamental social unit, the family, was communist in that all food supplies were held in common. It included several men, women and children. All labour was performed for the home, not for specific individuals or couples. According to F. Engels, the management of women's houses was a public and socially required business just as much as men's food production (Engels 1942).

The first division of labour occurred when a group of tribes separated themselves from the rest of the barbarians by adopting pastoralism, horticulture and, finally, agriculture (Hertler et al., 2020). Other growth chains, e.g. weaving looms, iron ore smelting, and handicrafts, allowed human labour to generate more than was required for its sustenance. In addition, it raised the amount of labour assigned to each family member. Slaves and war prisoners provided the extra labour needed to satisfy the requirements of the altered production forces. The herds became the new source of income, and men were responsible for their care. They were transformed from the common property of the tribe, or gens, into the private property of the males. Due to the hunting activities of men and their possession of hunting weapons, the domestication of animals became an extension of man's exclusive ownership of animals. Therefore, men became the owners of the new source of food and cattle riches, as well as the required tools and the new labour force, slaves. In the event of separation, they took the slaves with them, while the women took the household possessions. Once a surplus that could be taken as riches became a common occurrence in the male domain, males acquired a new economic power and dominated women. In contrast, the paired family went through a series of egalitarian and matrilineal transformations. They moved from being landless to being a family unit with animals to becoming men who owned land.

The level of production exceeded subsistence, resulting in a surplus. As a result, the whole excess belonged to the man; the woman participated in its consump-

tion but had no ownership stake in it and was therefore relegated to second place (Quinn 1977). As a result, the social construction based on partnered marriage, mother-right gens, and common ownership of the means of production took a hit. As wealth grew, it gave the male a more prominent place in the household than the woman and provided a rationale for using this powerful position to overturn the conventional inheritance order in favour of his offspring. This change from the mother's right to the father's right meant that the descendants of the male members stayed in the gene pool while the descendants of the female were omitted from the gene pool and included in the husband's. Thus, patriliney supplanted matriliney; to paraphrase F. Engels, "the fall of mother right was the world-historical loss of the female sex" (Engels 1942: 73).

Consequently, males who held productive resources desired to pass them on to their biological progeny, resulting in a shift in the sex-gender system. The faithfulness of women was highly valued and the family evolved into a unit that provided stability and met the women's basic material requirements in exchange for a lifetime of fidelity. Soon, the family eclipsed the *gens* as the most influential economic and decision-making group. The family structure was not equal, unlike the gens. Private property altered the relationships between men and women in the home because it fundamentally altered the political and economic relationships in the greater community. Over time, productive units with output only for trade reasons formed, grew and eventually eclipsed the household's production for consumption. As production for trade developed into production for use, the form of the home, the importance of women's jobs within the household and, subsequently, the role of women in society altered (Boserup et al., 2013). Consequently, women worked for their husbands and families rather than the greater communitarian community. Women and other propertyless dependents toiled to preserve and increase the household head's property while they participated in competitive production and trade with other household heads.

3. Origin of micro, small and medium enterprises (MSMES)

Around the globe, micro, small and medium-sized businesses are classified differently. These small businesses have been classified according to their investment size. They serve as an incubator for the development of entrepreneurial talent and innovation. On the basis of asset value, the World Bank classified MSMEs into three groups. Micro enterprises have been characterised as businesses with fewer than ten workers, assets valued at less than 10,000 USD and yearly revenues of less than 100,000 USD. Small businesses are defined as those with fewer than 50 employees, assets valued at less than 3 mln USD and yearly revenues of less than 3 mln USD. Medium firms are those with fewer than 250 employees, assets valued at less than 15 mln USD and annual revenues of less than 15 mln USD (Agyapong 2010).

Micro, small and medium-sized enterprises (MSMEs) are company categories that contribute significantly to economic development, particularly through employment and foreign exchange. The development and growth of this sector are essential for providing a substantial number of jobs in both urban and rural parts of the nation. In addition, the emergence of MSMEs encourages the growth of new entrepreneurs with the potential to establish a globally competitive enterprise in Indonesia. As a result, it is crucial for the MSME division to advance in each and every aspect of the industrial and service sectors, as each of these sectors is and will continue to be vitally essential for total GDP development and job creation. The emerging MSME movement has the potential to support the expansion of business environments on both national and international markets. It would consistently assist small firms that have struggled to provide precise products, high-quality solutions and accurate service at an affordable price.

The publication of E. F. Schumacher's (1973) landmark work "Small is Beautiful" is listed among the 100 most significant books released after the second world war. In contrast to phrases "bigger is better", it champions small, appropriate technologies that are believed to empower people more. In his insightful analysis, E. F. Schumacher conceptualised that MSMEs occupy an important and strategic place in the economic growth and equitable development of all countries. MSMEs, which make up as much as 90 % of businesses in the majority of nations, are the driv-

ing force behind a vast number of innovations and contribute to the expansion of national economies via job creation, investment and exports. Their role in reducing poverty and increasing income distribution in emerging nations cannot be understated. The importance of small and medium-sized enterprises (SMEs) to a country's economic prosperity is widely acknowledged. It is estimated that there are roughly 15 mln MSMEs in 130 countries, employing approximately 65% of the total workforce (Otman 2021).

In developing countries, as some authors argue, the contribution of SMEs towards employment generation is high because they tend to use more labour-intensive production processes than large enterprises, boosting employment and leading to more equitable income distribution. In countries where income disparities are stark and industrial growth has not been widespread and uniform, the role of MSMEs in job creation is significant. They also provide livelihood opportunities through simple, value-adding processing activities in agriculture-based economies, nurture entrepreneurship and support the building up of systemic productive capacities and the creation of resilient economic systems through linkages with large enterprises. While their significant economic contribution is well understood, their responsible business practises have not been extensively studied for any meaningful interpretation to be drawn. While each of these SMEs may not have the same level of influence as large corporations, their cumulative social and environmental impact could be significant. This is already being witnessed in the textile belts and the chemical belts in Indonesia. There is therefore an urgent need to understand the responsible business practises adopted by SMEs. The importance of corporate social responsibility (CSR) among large companies in developing countries is itself of recent origin – no more than a few decades. Therefore, the study of CSR and ethics in SMEs in developing countries assumes greater significance given the rapid economic growth.

According to the Organization for Economic Co-operation and Development (OECD), more than 95% of businesses in the OECD region are classified as MSMEs. These businesses account for over 60% of all private sector employment. Even in low-income nations, the MSME sector has a significant impact on GDP and jobs. Currently, there are 500 mln MSMEs around the globe. Over 90% of the world's economy

consists of MSMEs. MSMEs account for more than 70% of all employment globally. Globally, one-third of the working population is employed by MSMEs. MSMEs are significant drivers of innovation, economic development and the creation of new jobs, making them a crucial demographic indicator of the economic health of nations worldwide. In addition, given the rapid globalisation of industries, it would be essential for the expansion of MSMEs to investigate the market potential afforded by global integration.

4. Development of women entrepreneurship

In all spheres of life, i.e. social, economic and political, women in Indonesia have not been treated equally to men (Setyono 2018). Women are forced to rely on males in their families and outside of their lives. In male-dominated Indonesian culture, women are viewed as subordinates and executors of the choices made by their male members. Women are typically subjugated and oppressed, and their freedom and rights are infringed in many ways (Froehlich et al., 2020). Indonesian women suffer from illiteracy, poverty, bad health, malnutrition and unemployment, particularly those from the poorest classes and rural regions. They are also subjected to various forms of violence, resulting in psychological problems and suffering that blight the lives of millions of women in Indonesia. Historically, in Indonesia, women's responsibilities were limited to childrearing and household duties. Their entrepreneurial efforts were weakened by a social order dominated by men. This was the outcome of women's deprivation in social areas like education and economic sectors like access to economic resources – land, housing, etc. Through the years, the majority of women were involved in atypical occupations in unorganised sectors, e.g. pickling and paddling, handicrafts, handlooms and cottage industries. Poor levels of talent, technology and production in both rural and urban regions result in low pay for women.

In the 1980s, the gender and development approach (GAD) had an impact on Asian and African women's attitudes toward development (Green et al., 1998). Since the mid-1980s, the phrase "women's empowerment" has gained popularity in the area of development, particularly in relation to women. In particular, the notion of em-

powerment was established during the first international women's conference, held in Nairobi in 1985 (Green et al., 1998). The conference defined women's empowerment as the transfer of social power and control over resources in their favour. Empowerment is now being used to solve a variety of societal issues, including rapid population expansion, environmental deterioration and women's poor status. According to UNICEF, women's development can be regarded in terms of five degrees of equality, each of which requires empowerment. There are five levels: welfare, access, awareness, involvement and control (Fonjong 2001). The ultimate goal of economic empowerment is to make all women economically independent and self-sufficient. Economic empowerment implies that everyone has equal access to resources and an equal voice in their spending choices.

According to a 1980 International Labour Organization (ILO) study, women account for 50% of the global population, two-thirds of total working hours, 10% of global income and less than 1% of global property (Fonjong 2001). In the year 2020, according to the ILO, there will be 812 mln women who contribute to the economic development of their country through potential business. Women's entrepreneurship activates the economic development of the nation. The Global Entrepreneurship Monitor (GEM) conducts studies on entrepreneurial activities regarding the aspirations and attitudes of individuals across the country. GEM studied assets in the business environments of 144 countries (Jeyacheya, Hampton, 2020). It was observed that a high level of ambition and innovation are vital to economic development. According to the GEM data, 126 mln women are starting businesses and about 98 mln are already established. As a result, 224 mln female entrepreneurs had an impact on the global economy. The list of some countries with data on the effect of female entrepreneurs is provided in table 1.

After the 1997-98 Asian financial crisis, public (policymakers, academics and practitioners) interest in the growth of women's entrepreneurship in Indonesia began to arise for at least three primary reasons. First, it is indisputable that the number of female entrepreneurs in Indonesia is growing each year. In Indonesia, women who are actively engaged as entrepreneurs or company owners are typically concentrated in micro and small firms (MSEs) – (Tambunan 2017). While the overall number of

women who own and manage medium and large enterprises (MLEs) in Indonesia is relatively low, they are mostly found in the trade and services sectors, managing or owning businesses, e.g. small stores, food stalls, beauty salons, boutiques, fashion and catering. Women who operate enterprises in rural regions are often small merchants functioning in traditional market places. They were most prevalent in the small-scale handicraft, food and beverage and apparel sectors.

Table 1. Statistics on female entrepreneurs in selected countries

Countries	Statistics on female entrepreneurs
United States	more than half of the 10 mln new jobs are to be created in the SME sector, which is owned by women (Yeboah 2021)
Russia	over 64% of businesses with more than 10 employees are owned by women (Nechemias, Bahry, 2021)
Germany	female entrepreneurs have created over 1 mln jobs since the 1990s (Poggesi et al., 2018).
France	women own more than a quarter of all businesses (Boukattaya, Omri, 2021)
Romania	over 35.4% of all business owners are women (Kerekes, Coste, 2014).
Ireland	female entrepreneurs account for between 16 and 18% of the total
Poland	since the 1990s, the proportion of women in business has exceeded 40%
Turkey	the proportion of women in business is under 3% (Gencer, Koc, 2012)

Statistics available from authors within the last 10 years

As the number of female entrepreneurs in Indonesia continues to expand, they have been recognised as the country's new economic development engines, bringing wealth and prosperity to the nation. In fact, during the last two decades, several stakeholders have identified women entrepreneurs in developing nations as a significant untapped source of economic growth and development. Second, as Indonesia also joined the UN-initiated Millennium Development Goals (MDGs) that ended in 2015 (and were succeeded by the Millennium Sustainable Goals (MSG)), which in-

cluded women's empowerment as one of the goals, the Indonesian government realised that the development of women entrepreneurs is essential to achieving this particular goal (Tambunan 2017). The active participation of women in economic activities outside home, not only as wage-paid workers as they are commonly found in labour-intensive industries (e.g. textiles and garments, leather products, food and beverages, and tobacco), but also as business owners or entrepreneurs, would have a significant impact on poverty reduction, given that poverty remains a serious social and political issue.

Since the end of the Asian financial crisis, the Indonesian government has been attempting to encourage women's entrepreneurial development by supporting the development of micro, small and medium-sized enterprises (MSEs) through a variety of programmes, as these enterprises are regarded as an important avenue for the testing and development of women's entrepreneurial ability (Akhmad et al., 2018). The schemes include vocational training, technical help, microloans from banks and other formal financial institutions, and support (in financial, technical, marketing and raw material supply) supplied by state-owned firms through partnership programmes. Many of these programmes are executed in partnership with foreign governments (e.g. Australia and Canada), United Nations organisations (UN Women) and international non-governmental organisations (e.g. the Asia Foundation). In addition, the government introduced a public credit guarantee programme for MSEs in 2007, since the majority of these small businesses, which are mostly in the commerce sector, are owned or managed by women.

In Indonesia, like in many other developing nations, the gender gap in entrepreneurship remains despite a considerable growth in women-led firms or as entrepreneurs, as well as an increase in efforts, regulations and resources aimed to encourage and develop women's entrepreneurship (Agussani 2019). There are very few studies and publications on female entrepreneurs in Indonesia. There are at least two primary reasons. First, national statistics on the overall number of female entrepreneurs in Indonesia and their essential features are scarce. In spite of this, the Indonesian Women Entrepreneurs Association (IWAPI) lacks a comprehensive database on the overall number of female entrepreneurs in Indonesia, with the exception of its

own list of members, who are mostly owners of large-scale or modern firms based in major cities (Tambunan 2018). Secondly, people in Indonesia have only recently become interested in women's business since the Asian financial crisis of 1997-1998. This is mostly because of the adoption of the Millennium Development Goals (MDGs) - (Siddiquee, Hamiduzzaman, 2021).

5. MSMEs, women ownership and the Indonesian economy

Indonesia's GDP constitutes 0.08% of the global economy. In the second quarter of 2022, Indonesia's gross domestic product (GDP) increased by 5.54% compared to the second quarter of 2021, marking the year's greatest growth rate. In terms of purchasing power parity, Indonesia's economy is the biggest in Southeast Asia and the tenth largest in the world. Indicators of social well-being in the nation have shown minimal improvement over the last few years.

In 2013, MSMEs accounted for more than 99% of Indonesia's total number of enterprises, which was estimated to be more than 57 mln. MSEs alone contributed 43% of the gross national product (Tambunan 2021). In Indonesia, there is an abundance of public support and policy frameworks to promote small and medium-sized enterprises. The National Medium-Term Development Plan (2015-2019) emphasises the need for a fair distribution of growth and acknowledges the critical role of MSMEs in this distribution (Yağci, Ardiani, 2018). In addition, the National Strategy for Financial Inclusion emphasises the need to expand access to finance for all individuals, including financing from the financial sector for micro, small and medium-sized enterprises (MSMEs). The significant MSME sector was generally acknowledged as having contributed to the country's economic resilience throughout the 2008-2009 financial crisis, and MSME assistance is consequently seen as a top priority.

According to the State Ministry of Cooperative and Small Medium Enterprises' (CSMEs) Law on Small and Medium Enterprises Number 20, 2008, MSEs are firms with annual sales or turnover of up to 2.5 bln IDR (Indonesian rupiahs - ca 150,235 EUR) and fixed investments of less than 500 mln IDR (ca 30,047 EUR) - (excluding land and buildings) - (Tambunan 2017). In addition to this statute, the Na-

tional Agency of Statistics (BPS) defines MSEs as companies with no more than 20 employees, excluding the owner. In actuality, however, MSEs in Indonesia (like those in other developing nations) differ from MLEs not just in terms of the total number of workers, yearly revenues and value of invested capital, but also in a variety of other respects. The majority of MSEs are conducted informally (not registered and without paying taxes) and do not use contemporary management systems. In addition, there are more women company owners in MSEs than in MLEs for two major reasons: (1) MSEs, in general, are very simple income-generating activities, e.g. food production, food stalls, shops selling basic goods, trade and handicraft; (2) because MSEs are simple and very small, no special space is required, and married women are more efficient in using their time between serving their customers and doing other tasks.

Due to the huge concentration of women-owned microenterprises, it is believed that more than half of MSMEs in Indonesia are owned by women (Sathye et al., 2018). In addition, the rate of female company ownership is rising faster than that of male company ownership as regulations and culture grow to favour women entering the corporate sphere. However, the Indonesia Bank statistics revealed that MSME loans accounted for just 21.5% of total bank credit in 2011 (Chowdhury 2011). And among these businesses, female entrepreneurs get much less credit than their male counterparts. This implies that low access to credit facilities is a major problem for women entrepreneurs in Indonesia. Furthermore, according to the World Bank Enterprise Survey, only 41% of businesses in Indonesia with a listed female owner have an account with a formal financial institution, while 56% of businesses with only male owners have an account (Prijadi et al., 2019).

Similarly, 13% of female-owned businesses have borrowed from a formal financial institution, compared to 21% of male-owned businesses (Martokoesoemoa et al., 2021). MSMEs and women entrepreneurs also confront non-financial obstacles, including access to company premises, difficulties in attracting and maintaining qualified staff and severe competition. Building on the momentum for more effective help to help small and medium-sized businesses (MSMEs) in Indonesia deal with their problems, the following study aims to learn more about the needs of female entrepreneurs so that more specific programmes can be designed in the future. Current-

ly, the use of digital technology coupled with proactive governance has the ability to empower and “lift up” small and medium-sized enterprises. This has been acknowledged by policymakers in Jakarta and stakeholders around the nation. Joko Widodo, president of Indonesia, proposed a technology development plan in 2016 with the goal of making Indonesia the biggest digital economy in Asia by 2020, with projected digital sales of 130 bln USD (Nugroho 2022).

In the early 21st century, the Indonesian government collaborated with huge corporations, e.g. Grab and Gojek, to create and encourage the use of digital tools for businesses, e.g. Grab Indonesia’s GrabMerchant mobile app, a one-stop service platform for MSMEs in the food and beverage sectors (Mulyono, Situmorang, 2018). In the same way, social media sites, e.g. Tik Tok, Instagram and Tokopedia, have given MSMEs new ways to advertise.

6. Social media and the growth of women’s MSMEs in Indonesia

Social media, a newly popular form of communication, exemplifies the internet’s capacity to increase the social capital of its users. With social media, people no longer primarily form groups and relationships in their immediate vicinity. Instead, interactions are created via social networks that are geographically scattered. Simultaneously, users may interact with casual acquaintances who have similar interests, vocations, educational backgrounds, etc. Since its inception, social media has been used for a variety of purposes, including the promotion of social causes, the introduction of political candidates and, more recently, financial transactions. There is an increasing tendency in Indonesia, in particular, to launch businesses using social media. E. Melissa (2013) reports that there are 549,740 small and medium-sized business (SME) owners in Indonesia, of whom 176,300 are women. Social media’s adaptability has emerged as a significant component in the development of this trend. Since social media accounts are accessible through mobile devices, e.g. smart phones and tablet computers, business may be conducted whenever and wherever the user desires. In addition, social media enables items to be shown in virtual storefronts, removing the expensive necessity for a real store. In addition, social media programmes are very

user-friendly; users may tag images and convey product information to prospective buyers with a single click.

The aforementioned adaptability also motivates women to become entrepreneurs. This arrangement is seen as a good alternative for women for a variety of reasons, including the societal impression that favours women remaining at home, the struggle women face between having a profession and caring for children, the comparatively low start-up costs, etc. The increased interest of women in establishing an online business may also be due to the fact that women are naturally sociable. Moreover, since they have limited time, clients increasingly prefer shopping online because they can do it from the convenience of their laptops or mobile devices. Regarding prospective customers for this kind of business, Indonesia is highly promising. According to reports, Indonesia has one of the highest rates of social media users, with over 35 mln individuals (Adnan et al., 2021). This resulted in an increase in the number of businesses embracing social media as their communication channel, whether for advertising or sales offers. The social media business world has several benefits for women. The social media company not only has the ability to help women achieve financial independence, but it also inspires them to become more self-actualised.

Since the birth of human civilization and communication, women have often been physically and economically subordinated, as discussed before in this book. Nonetheless, with the introduction of modern communication (social media), there has been a steady growth in Indonesian women's economic awareness and participation in MSMEs. Despite this, in Indonesia, women entrepreneurs of micro, small and medium enterprises (MSME) face a number of hurdles.

7. Constraints and challenges to women's entrepreneurship in Indonesia

There have not been many studies on the growth of entrepreneurs by gender in Indonesia, especially those concentrating on the most significant obstacles women encounter in becoming entrepreneurs and the most significant limitations women-owned enterprises face. Nonetheless, this study attributes a variety of the following

elements. Indonesian women were severely disadvantaged in both the economy and society as a result of the following.

(1) A lack of educational and training opportunities. It is particularly true for women living in rural or somewhat underdeveloped regions. Numerous rural women speak only their local tongue and never read newspapers; thus, their capacity to connect with the outside world is badly limited. In addition, there are still several social, cultural and religious taboos that impede women who are capable and should access higher education.

(2) Tedious domestic duties. In general, women have more children, particularly in rural areas, and they are expected to fulfil their traditional role of being responsible for housekeeping and child care more than women in urban areas, particularly in major cities. According to a 2013 study on access to trade and the growth of women's MSMEs in APEC developing economies, gender-specific constraints, e.g. childcare responsibilities, are also an important issue for women entrepreneurs in Indonesia and other APEC developing members (Tambunan 2022).

(3) There are still legal, cultural and religious limitations on the degree to which women may establish their own enterprises. Particularly in rural regions, where the bulk of Muslims are illiterate, this renders female behaviour or attitude in rural regions less accessible to the "doing contemporary business" culture than male behaviour (or the behaviour of metropolitan women). In such a culture, women must fulfil their main roles as their husband's partner and housewife; they are not permitted to create their own enterprises or work in positions that demand interaction with or management by men, or they are not permitted to leave home alone. The woman's marital status also impacts her career choice. For example, older and married women in Indonesia are more likely to engage in informal businesses, e.g. trading or other activities that allow them to combine family duties with paid employment.

(4) Restricted access to finance from banks and other official sources. This is undoubtedly a major source of concern for Indonesian female entrepreneurs. It has been discovered that this is particularly difficult for rural women. This limitation is tied to property rights, which deprive women of property ownership and, as a result, the capacity to provide the sort of collateral often necessary to get bank loans. In In-

Indonesia, males are still seen as the head of the family and, hence, men are still viewed as the owners or inheritors of family assets – land, businesses and homes.

8. Conclusion

Entrepreneurship development, especially the growth of women entrepreneurs, in Indonesia has attracted serious attention from the government, and it has become a popular and important issue within the academic community after the Asian financial crisis in 1997-98. After the crisis, the Indonesian government has at last realised that to have a good and sustainable economic development performance, not only technology, capital, natural resources and skilled workers are needed, but also good entrepreneurs with bright ideas and creativity. Whereas the increasing government attention on women's entrepreneurship development was initially based on the strong belief that it may contribute to gender equality and poverty reduction, available data indicate that the number of women running or managing their own businesses is rising.

This article claims that, contrary to the prevailing culture of repression, the emergence of the internet as a new medium of communication, particularly social media, has facilitated the expansion of female MSME entrepreneurs in Indonesia. Throughout it all, female micro, small and medium-sized enterprise (MSME) entrepreneurs in Indonesia have experienced several barriers and difficulties. This article suggests that all government programmes be planned and executed with an emphasis on, among other things, addressing and enhancing the circumstances of women entrepreneurs in the nation.

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