EMPOWERMENT OF WOMEN THROUGH INFORMATION TECHNOLOGY IN BEJIHARJO TOURIST VILLAGE

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**abstract**

This research aims to; 1) implementing information technology literacy model guidelines in empowering women through community-based education in the neighborhood of Bejiharjo Tourism villages, 2) increasing the knowledge, skills and awareness of women in Bejiharjo tourism villages in managing the productive potential of information technology-based environments.

The research method used is the research and development method or Research & Development (R&D). to produce a product and test the effectiveness of the product in accordance with development goals. The method used includes descriptive and evaluative methods. The research was carried out in Bejiharjo Tourism Village, Karangmojo District, Gunungkidul Regency, Yogyakarta Special Region. Development research was carried out using the modified Borg and Gall model (preliminary research, compiling design, making products, product validation and utilization). Women's empowerment activities through information technology include; providing information technology-based entrepreneurship motivation, forming business groups, training in information technology-based business management, managing businesses and assisting business groups. Data was collected using the method of observation, interviews and performance. The collected data were analyzed with qualitative descriptive and quantitative descriptive.

The results of the study are; 1) program implementation which includes: a. preparation for program implementation which includes program socialization, selection of participants, program objectives, materials, strategies, media, teaching materials, assessment, b. implementation of programs that include Focus Group Education, providing information technology-based entrepreneurship, information technology-based business management training, managing businesses and assisting business groups, c. evaluating the implementation of the program by making direct observations during the process, 2) increasing the knowledge of the culinary group Bejiharjo tourism village.

Key words : Village tourism, women, culinary business groups, information technology

Introduction

Village tourism women have a very strategic role in managing and utilizing the potential of the environment to be more productive. However, many obstacles faced by women in exploiting local potential include women having low access in terms of capital resources, transportation and information, knowledge and skills that women have in terms of managing local potential is still low. The obstacle factors experienced by these women are inseparable from the position of women which basically has three roles, namely reproductive roles, productive roles and social roles. Although women have three roles that must be carried out at the same time, it does not rule out the possibility for women to have the opportunity to utilize the local potential of rural tourism. Dermatoto's research (2012) states that women have the opportunity to take advantage of tourism potential, namely the provision of tourism businesses to improve their capacity and develop relationships with tourists. However, women in tourism villages are also faced with problems in terms of management of tourism villages due to limited knowledge and skills they have.

Sujarwo, Tristanti & Santi (2015) in their research found rural women faced several problems in increasing their participation in the field of tourism development including limited professionalism to manage business activities that support tourism, production factors and product marketing are still limited or substandard; cultural background and perception of some rural communities that are still gender biased; limited funds to provide facilities and infrastructure for attractions, cooperation and coordination between sectors / agencies that are less intensive so that the empowerment of rural women in tourism is still not optimal implementation.

The condition of these women is increasingly narrowing women's opportunities to develop skills due to the increasingly rapid development of information technology. The rapid development of information technology needs to be accompanied by the ability of the community to use it wisely. During this time the existence of information technology has not had a positive impact on community activities, especially for women who are members of the culinary community. The condition of women who are members of the culinary community does not yet have an agreement in the use of information technology. This is because the group does not yet have the ability to use information technology. Technology is the ability to understand the completeness that follows technology such as hardware, software, and ethics in utilizing technology (Endarta Ali, 2016). Information technologies that can provide wider access are computers, the internet, and cellular telephones. The results of Syarifuddin's research (2014) also show that the community is included in the category of ICT literacy where they as individuals in using ICT are able to manage, organize, integrate, and evaluate information, build new knowledge and communicate with others so that they can participate effectively in Public. The results of this study also refer to that the development of technology, especially the internet, has contributed so much to its users. The presence of the internet has supported the effectiveness and efficiency of work as well as a means of communication, publication, and information needed by its users (Rhodes, 1986). It cannot be denied that nowadays the internet has become a people's daily need. They recognize that the internet is very useful both to support work, education, and others.

The results of Syarifuddin's research, 2014 p.161 showed that, as many as 122 respondents (19.52%) stated that the internet was very helpful in carrying out their work. Only four respondents (0.64%) stated that the internet did not help their work. In addition to the internet, information technology used is cellular telephone, according to research by Syarifuddin (2014, p.163) cellphone use as many as 523 respondents (83.68%) use it to make phone calls, following SMS is used by 494 respondents 79.04%), then facilities games are used by 163 respondents (26.08%), internet facilities are utilized by 128 respondents (20.48%), then MMS is 75 respondents (12%) and the last is video call facilities that are used by 22 respondents (3.52 %). Thus the use of technology properly will provide convenience and usefulness for the community in carrying out various programs.

People who are members of the community will find it easier to operate various sales activities because they are supported by each member in the community. According to Michael W. Galbraith in Toto Suharto (2005), community-based education could be defined as an educational process by individuals (in this case adults) to become more competent in their skills, attitudes, and concepts of their communities through democratic participation. That is, community-based education can be interpreted as an educational process where individuals or adults become more competent in handling their skills, attitudes and concepts in living in and controlling local aspects of their society through democratic participation.

Method

The research method used is the research and development method or Research & Development (R&D). The method used includes descriptive and evaluative methods. Descriptive method is used to collect conditions that exist in the field. Evaluative methods are used to evaluate the appropriateness of the model of empowering rural tourism women through community-based education which is realized in the form of activity and learning guidelines. Data collection techniques used were observation, interviews, performance, and Focus Group Discussion. Data collection instruments are using observation sheets and questionnaire sheets. The collected data were analyzed with qualitative descriptive and quantitative descriptive.

Discussion

The application of information technology literacy models in community-based community empowerment has provided understanding, knowledge and skills of the target group in conducting culinary service businesses. In its implementation through several stages, namely a) preparation of program implementation which includes program socialization, selection of participants, program objectives, materials, strategies, media, teaching materials, assessment, b) implementation of programs that include Focus Group Education, providing motivation for entrepreneurship based on information technology, training in information technology-based business management, managing businesses and assisting business groups, c) evaluating program implementation by making direct observations throughout the process.

The implementation of the technology literacy program in empowering women is focused on culinary groups in the tourist village of Bejiharjo. This is adjusted to the needs they feel, namely the need to use information technology in managing culinary businesses.

The process of implementing the technology litersion program ran smoothly, beginning with planning. The planning begins with program socialization, namely information activities to target groups about the importance of using information technology in culinary businesses. The purpose of this program is to provide knowledge and skills to the target groups in developing culinary businesses by utilizing information technology. The material provided is adjusted to the needs of the target group in accordance with mutual agreement. The strategy used in the implementation of this program is with an adult approach and focus on the target group so that the active participation of the target group is increasing. The media used are using laptops, smart phones, LCD, and guidebooks. Teaching materials used by utilizing various materials available in the surrounding environment such as materials for culinary preparations. The assessment is carried out on the target group by observing the ongoing process and the results of the implementation of the activity.

The next stage is the implementation of the program by providing material that includes a) providing information technology-based entrepreneurship motivation. The importance of providing motivation is to raise awareness of the target group in running a business. Group members are given the opportunity to address various problems encountered in running a business. The target group is also given the opportunity to submit proposals to improve culinary businesses. In such conditions the involvement of the target group is prioritized because it suits their needs. The role of the community in this matter is evident manifested in culinary activities in the community. This is reinforced by the theory mentioned by Jamieson (1993: 97) empowering women in tourism is emphasized more on: 1) organizing and managing the process which involves efforts to change attitudes after so long the dominance of men in many occupations; 2) inventory process related to efforts to provide opportunities for women to develop their abilities so that they can participate in the field of community development; and 3) delivery process which includes efforts to provide opportunities for women to participate in and play a role in the field of tourism development related to accommodation, restaurants, travel agencies, and the development of various cultural products in the form of arts and traditions as a tourist attraction. The motivation given to the target group is the ease of using the internet as a medium for promoting business results.

The next material is information technology based business management training. The formation of business groups has been done before by focusing on culinary business. In this stage the strengthening of the use of information technology is more emphasized to increase the target group's knowledge of information technology. In this process it can be explained that the target group is aware of the importance of information technology as a vehicle for delivering messages. The information they convey includes menus of culinary cuisine. The target group also often utilizes communication with customers through whats app. If during this time the use of whats app is only used as a chat, after training activities they utilize by updating the history or status in the whats app. With the ease of the process that was followed, they were very motivated to do culinary activities by utilizing information technology. In this context in line with the opinion of Rhodes, 1986, that the presence of the internet has supported the effectiveness and efficiency of work as well as a means of communication, publication, and information needed by its users.

The final stage of implementation is managing the business and assisting business groups. The culinary business undertaken by the culinary group must continue to be endeavored to maintain the quality and increase sales quantias. Therefore, in this technology literacy program the target group is given a culinary reinforcement that is related to making herbal medicine. Processed herbal medicine training presented here is herbal medicine as a health drink as an additional menu in the culinary tourism village of Bejiharjo. Herbal medicine as a health drink is preferred by visitors, especially foreign tourists. The ability in making herbal medicine is continued by the skill in taking pictures of the processed herbal medicine to be made in status on whats app or on Instagram. Assistance is carried out by communicating through social media and observing the location of the target group. Cohesiveness in the target group is an important key in the implementation of culinary service businesses. The existence of each member becomes a source of strength for the group to continue to exist. Therefore the implementation of the community-based program is very helpful for the target group to continue to encourage their group members to participate. This is in line with the opinion of Toto Suharto (2005) that community-based education can be interpreted as an educational process where individuals or adults become more competent in handling their skills, attitudes and concepts in living in and controlling local aspects of their society through democratic participation.

Evaluation activities in the information technology literacy program are carried out during the activity process from the beginning to the end through observation and questionnaire questionnaires. The observation explained that the target group gained new knowledge related to how to use information technology properly. The results of the questionnaire can be explained that internet utilization training activities are very useful in supporting culinary business activities.

Conclusion

Implementation of information technology literacy is very beneficial for culinary services groups in the tourist village of Bejiharjo. The activity is carried out with several stages, namely a) planning which includes socialization, selection of participants, program objectives, materials, strategies, media, teaching materials, assessment, b) implementation of the program which includes Focus Group Dscussion, providing information technology-based entrepreneurship motivation, training management of information technology-based businesses, managing businesses and assisting business groups, c) evaluating program implementation by making direct observations throughout the process.

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