

**WOMEN'S EMPOWERMENT IN MICRO, SMALL, AND MEDIUM
ENTERPRISES (MSMES): LITERATURE REVIEW**

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Abstract

Through literature review, this study aims to analyze women's empowerment in micro, small, and medium enterprises. Based on the review, it can be concluded that women entrepreneurs must have a positive self-concept by increasing self-acceptance, building self-confidence, honing their skills, and establishing good relationships with others. In addition, the quality of human resources plays an important role in empowering women in micro, small and medium enterprises. This can be done by providing regular training, mentoring, and socialization on how to run a good business so that women entrepreneurs can have the ability in creativity and innovation to develop businesses at various scales both micro, small, and medium.

Keywords: Woman Entrepreneurship, Woman Empowerment, Women Entrepreneurs, Women Empowerment, Micro, Small And Medium Enterprises (Msmes).

INTRODUCTION

The small business industry is one of the main pillars of the economy, both at the local and national levels. The significant growth in the number of small businesses shows its vital role in creating jobs, increasing people's income, and driving the local and national economy. Through the Indonesian Information Portal, it is informed that the labor absorption of the Micro, Small and Medium Enterprises (MSME) sector is 97% of the national labor absorption. Data from the Ministry of Cooperatives and Micro Small Enterprises noted that there are 67 million micro, small and medium enterprises in Indonesia. The Ministry of Cooperatives also informs through the web that the contribution of micro, small, and medium enterprises to the National GDP is 60.5%. In Indonesia, the law that regulates Micro, Small, and Medium Enterprises (MSMEs) is Law No. 20 of 2008 which explains that a company classified as a micro, small, and medium enterprise is a small company owned and managed by a person or a small group of people with a certain amount of wealth and income.

The demand for the fulfillment of basic needs is a top priority that cannot be denied, this is an opportunity for women to be able to meet their own needs without having to depend on others. One of the efforts that can be done by

women is by running micro, small and medium enterprises. The majority of women entrepreneurs are engaged in the food, beverage and clothing businesses. The growth of women's businesses not only affects economic independence but also has an impact on the development of women's entrepreneurship and poverty reduction. This is also stated by Dalimunthe and Frida (2020) that small businesses run by women are a solution to reducing poverty in an area.

Based on the explanation above, it can be seen that the role of women in entrepreneurship is needed in an effort to empower women and improve the economy both at the local and national levels. The purpose of this study is to explore information about women entrepreneurs in micro, small and medium enterprises which can then contribute to the development of knowledge in further research and become information material for women who want to do entrepreneurship.

RESEARCH METHODS

The research method used in this research is *Literature Review*, which is a research method by reviewing and summarizing the results of previous research to present more complete facts (Siswanto, 2010). This research begins with setting topics and keywords and continues with searching for sources of information in the form of journals that have been published via the internet. The keywords used are *woman entrepreneurship*, *woman empowerment*, *women entrepreneurship*, *women empowerment*, *micro, small and medium enterprises (MSMEs)*. To determine the suitability of the journal with the topic discussed, the collected journals were then briefly reviewed such as looking at the title, abstract, and conclusion. Based on the brief review, eleven journals were collected that were considered to have suitability with the topics discussed. The next step is to review the journals one by one and then draw conclusions related to women's empowerment in micro, small and medium enterprises.

RESULTS AND DISCUSSION

In the early stages, the process of recognizing business opportunities requires self-confidence. Women who have high self-confidence tend to be strong to start, seek business opportunities, and have a strong influence on the independence and success of micro, small and medium enterprises, where self-confidence can influence actions to expend more effort in the long run (Heriberta, et al, 2024). To develop a positive self-concept to achieve success, steps are needed such as increasing self-acceptance, building self-confidence, and honing the ability to do what you want and establish good relationships with others (Ritha and Frida, 2020). Women entrepreneurs must have creative

and innovative skills so that they are able to organize and manage a business. This is in line with research conducted by Dalimunthe and Pujiati (2022) that creativity has an influence on competitive advantage in women entrepreneurs. The same thing was also stated by Dsouza and Panakaje (2023) that competence and creativity have a significant influence on business performance. In addition, women entrepreneurs have considerable economic resilience (Anugraheni et al., 2020). This shows that women entrepreneurs have resilience that can be used in adapting to change and being able to learn lessons for business success.

In the research of Fourqoniah and Aransyah (2021), the sustainability of entrepreneurship among women can utilize social media in the business process starting with determining the production process, determining the social media to be used to the process of recording products. However, Abrar and Aloud (2024) concluded that women entrepreneurs who use digital are not yet adequate, not yet fragmented, and not yet diverse in terms of insights that are less practice-based. Dalimunthe and Siahaan (2022) concluded that social media has no significant influence on competitive advantage in the women entrepreneur community. This means that the use of social media must be accompanied by insight or knowledge about what social media is, how to use it, and when to use social media itself so that women entrepreneurs are able to apply this knowledge to business practices.

In Siregar et al.'s research, (2024) stated that women have an important role in increasing competitiveness through entrepreneurship but human resources have not been fully optimized. The low competitiveness of women entrepreneurs, lack of managerial experience, and limited education are some of the problems faced by women entrepreneurs. A series of activities such as training, mentoring, and socialization are ways to create new entrepreneurship (Dalimunthe and Lubis, 2020). A strategy that can be done to increase competitiveness so that women entrepreneurs can compete in the market is to conduct training on how to run a business. This aims to be able to carry out promotions so as to attract consumers, provide quality products so as to make consumers satisfied with micro, small and medium enterprise products, and create new market prospects so that they can become leaders in their fields (Dalimunthe, 2019). Thus it can be concluded that the quality of human resources plays an important role in increasing the competitive advantage in the success of women entrepreneurs, especially in micro, small and medium enterprises.

CONCLUSIONS

Based on the results of the literature review above, the researcher concludes that women entrepreneurs must have a positive self-concept as the main capital

to enter the business world. To develop a positive self-concept, women entrepreneurs can do ways such as increasing self-acceptance, building self-confidence, and honing the ability to achieve goals and establish good relationships with others. Having creative and innovative skills is also important for women entrepreneurs, as it can affect their competitive advantage and business performance. The study also found that women entrepreneurs have strong economic resilience by demonstrating their ability to adapt to change and learn lessons for business success.

In the context of utilizing social media to develop business, knowledge about the use of social media among women entrepreneurs is inadequate, fragmented, and lacking in practice-based insights. This suggests that women entrepreneurs should be given knowledge about how to use social media, when to use it, so that women entrepreneurs are able to apply this knowledge into practice which will then increase business competitiveness in the market.

Women entrepreneurs have an important role in increasing competitiveness in micro, small and medium enterprises, but human resources have not been fully optimized, even though the quality of human resources plays an important role in increasing the competitive advantage and success of women entrepreneurs in business. Low competitiveness, lack of managerial experience, and limited education levels are problems faced by women entrepreneurs in micro, small, and medium enterprises. Steps that can be taken to overcome this problem are to provide regular training, mentoring, and socialization so that women entrepreneurs have broader abilities in developing their businesses. Training can include how to run a business, how to promote effectively, how to produce quality products, and how to create new market prospects. Thus, human resources can be optimized properly which will then have a good impact on the success of women entrepreneurs in the businesses they run, both micro, small and medium.

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