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THE ADOPTION OF TECHNOLOGICAL FACTORS INNOVATION BY EDUCATED WOMEN

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Abstract

This study aims to determine how the adoption of technological factor innovation by educated women in the Minangkabau embroidery craft business. This type of research is a mixed method, which combines quantitative and qualitative research, to obtain more detailed information. The population in this study were 467 women with handicraft business education in Minangkabau. to obtain the research results, factor analysis was used so that it is known what technological factors shape the business performance of small and medium enterprises in the handicraft sector typical of Minangkabau. The results showed that educated women were able to survive in managing their handicraft businesses during this pandemic. have full attention to society to absorb and adapt to existing technological changes. both in information technology and the use of technology to convey consumer experiences in shopping.

Jel Classification:

P36;O14; Q55

Keyword: Educated Women, Technological Factors, Innovation

INTRODUCTION

This study refers to the research conducted by Rahmawan, Mahameruaji, & Anisa, (2019) researching the development of positive content as part of the digital literacy movement. In the face of a situation faced by a global pandemic, entrepreneurs from micro, small and medium enterprises cannot avoid the threat of a drastic decline in sales. They can not just stand by this challenge but must make friends with the situation. A pandemic, where all levels of society are asked to remain at home, carry out various activities from home so that to look at the outside world, must be faced with a virtual way and this is the challenge for creative entrepreneurs today. How to change sales that have been moved in the value of a consumer's direct experience in shopping towards a shopping experience online. How ready are these creative business actors to adopt digital literacy? or they are better prepared to lose the battle for change.

In previous research conducted by (Sari, 2018), it was found that one of the factors that shaped the business behavior model of educated women was entrepreneurial attitudes. In Wijaya 2012, it is stated that attitude is measured by how well the business actor can take risks for the changes that occur (Estelami 2020). One of the changes that will be adopted into

attitudes in entrepreneurship is a change in the use of technology. Among educated women, information technology very easy to use, but this does not apply to traditional craftsmen, who still feel information technology is something they are unfamiliar with. They also cannot accept changes in the use of non-machine looms to machine use both in terms of design and production. Various handicraft products are typical of the Minangkabau. In the limitation of offline marketing in this pandemic situation, it is necessary to analyze how ready are small and medium business actors to adopt technological innovation to improve their business performance.

These handicraft business actors are dominated by women, and the results of previous (Sari 2014) research show that the actors are mostly educated, women. act as a mother and choose to run a business. According to Breen's research (Breen 2019), a woman when compared to men in running a business is slower and accepting what it is, but a significant change occurs when this woman turns into a mother, she quickly thinks about how to increase her opinion to help meet the financial needs of her family. and this pandemic situation supports the mother's career as an entrepreneur, working from home while still carrying out her role as a mother.

Table 1. Literature Review

No	Researcher	Analysis Tools	Result
1	Rahmawan, Mahameruaji, & Anisa, 2019) Jurnal Kajian Komunikasi UNPAD.Vol 7 No 1 Tahun 2019	1. FGD 2. In Dept Interview	1. Digital Literacy has become very user friendly in the Millennial generation 2. Positive content will increase if the public becomes media literate. 3. There needs to be a simultaneous movement between creators, government, NGOs, and academics in Digital Positive Content Literacy
	Title :	Positive content development as part of the digital literacy movement	
2	(Islami 2019) <i>IOP Conference Series</i>	<i>Structural Equations Models (SEM)</i>	
	Title :	<i>The effect of digital literacy toward entrepreneur behaviors through students' intention entrepreneurship on Economics Education Study Program at Jember</i>	
3	(Krumsvik 2020)	<i>Literature Studies</i>	
	Title :	<i>Ontology, epistemology and context – and our social construction of educational technology</i>	

Previous entrepreneurial research has only focused on gender roles in entrepreneurship but has not yet analyzed what if educated women go to the field to spread their wings, share their knowledge to improve the welfare of their people, especially in the use of technological innovation adoption. By Following the explanation above, it can be concluded that the objectives of this study are: Knowing the factors that affect the business performance of Creative Business Entrepreneurs Typical Minangkabau crafts, especially factors in the field of technology

METHODS

Respondents in this study were creative industry business actors, especially Minangkabau handicraft products which

were selected using a total sampling method of 467 respondents who did handicrafts. By Following Per Under the explanation above, it can be concluded that the objectives of this study are:

Knowing the factors that affect business performance, especially factors in the field of technology in Minangkabau Typical Craft Creative Business Actors, The location of this research is in eight regencies and cities in West Sumatra which have creative industry types of Minangkabau handicraft sub-sector, namely Padang Pariaman Regency, Agam Regency, Tanah Datar Regency, Sawahlunto City, Padang City, Bukittinggi City, and Pariaman City. The distribution of respondents per district and city can be seen in the table below:

Table 2. Distribution of various Minangkabau handicraft business units

No	District/City	Types of Creative Industries	Business Unit
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Crafts Sub-Sector			
1	Padang Pariaman	Gold Thread Embroidery	33
2	Agam	Embroidery and Needlework	35
3	Tanah Datar	Traditional Weaving	35
4	Sawahlunto	Embroidery and Needlework	22
5	Padang	Traditional And Modern Weaving	42
6	Payakumbuh	Embroidery and Needlework	18
7	Bukittinggi	Embroidery and Needlework	80
8	Pariaman	Gold Thread Embroidery	202
The sum of the whole			467

Source: Industry and Trade Department of West Sumatera Province

From the table above, it can be seen that 467 respondents will be involved in this study to measure the adoption of technological factor innovation in Minangkabau-specific creative business actors who come from educated women. The analysis used in this research is factor analysis. Factor analysis is used for interdependence between variables which tries to simplify the problem to facilitate interpretation by depicting relationship patterns or reducing data (Sugiono, 2012)

RESULTS AND DISCUSSION

After knowing the number of factors formed, based on the results of the year I by knowing the sub-factors that make up each factor, to then conclude to determine the name of the formed factors. According to Santoso (2011) each sub-factor must have a loading factor or construct coefficient above or equal to 0.50. Based on the data processing stages that have been carried out, a summary of the results is shown in the table below:

Table 3. Loading Factor Analysis

No	Support Items	Question Items	Loading Factor	Factor Name
Factor_1	Teknologi_1	Precise and accurate processing technology	0,955	Information Technology
	People_1	Knowing the existence of handicraft business objects through promotional media	0,676	
Factor_2	Teknologi_2	Use of technology in the design process	0,571	Experiential Technology
	People_2	See and try immediate use of technology in the design process	0,961	
	Transaction_1	feel that it is easy to transact online	0,876	
	Transaction_2	The thirst for shopping tours, and replaced with virtual tours in shopping	0.764	
	Transaction_3	and replaced with virtual tours in shopping	0.979	

Source: Data processing with factor analysis

The limitations that must be followed and obeyed during a pandemic to stay at home and carry out various useful activities at home have made most people thirsty for

traveling and shopping. but all of these have changed the way they shop. We can see from the results of the factor analysis, the biggest loading factor value is owned by

replacing the shopping method with a virtual tour in terms of shopping. In this case, players can develop a strategy by making videos online or offline related to various products available in stores by zooming in on these products, and indulging the eyes of consumers in choosing has been able to reduce consumers' nostalgia for shopping. This is in line with research conducted by (Rahmawan et al. 2019) which states that, in the context of technological development, digital media is indispensable in conveying information. One of the information that is conveyed is the function of experience in enjoying the information. For the product category offered, actors can adjust to current consumer needs, during a pandemic, of course, "songket" used in various official events is not very enjoyable, players can offer products currently used by consumers, such as masks with typical Minangkabau weaving.

The experience of seeing and trying this technology in the manufacturing process is an interesting experience for consumers. there is a different atmosphere felt by consumers when given the experience of how to produce an existing craft.

pandai sikek village in the flatland district is a decentralized village for the manufacture of these handicrafts. the culture in this village only teaches the imu of making these crafts to their daughters, even the daughter-in-law is deemed unfit and unfit to study. but in line with the times, the experience of producing works of art is paid dearly by consumers. experience trying to weave with a loom instead of a machine is something extraordinary.

But how to deal with this in this pandemic, again, of course, the offer that can be done is a virtual process of sharing these experiences. business actors are required to be able to package the virtual process to be able to attract consumers' interest in shopping. (Mohanty and Mishra 2020) which states that the platform used by women entrepreneurs will increase their

agency. The space of gender performativity remains the basis of reproduction of the traditional socio-spatial construction of gender in which interactions are guided by socially agreed and legitimated norms of action and behavior.

CONCLUSION

Small and Medium Business Actors in this global covid 19 pandemic, need to make changes to their sales strategies so that the business they are running continues to run smoothly. The results of the study show that an important factor affecting the business performance of handicraft business actors during the pandemic is the technology used by actors in conveying consumer experiences in the information search process, purchasing decisions, and post-purchase evaluation. This factor is called experiential technology. The second factor that affects the business performance of the handicraft business actors is the use of information technology in the production process. Typical Minangkabau craftsmen, still maintain their authenticity by still using looms instead of machines, to design motifs to be woven, for the sake of novel design, actors have used sharing information technology.

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