

The Role of the Women in Economic Development at Tulang Bawang Barat in the 5.0 Era

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Keywords	Abstract
Women; Economic development; 5.0 Era	<i>Today, technology is shifting and offering changes in various sectors. The economic aspect is one of the aspects that has developed. The role of women is very important for the development of an economy. Women tend to innovate and create various kinds of opportunities. This study aims to determine the role of women in economic development in Tulang Bawang Barat Regency. This research method is library research. This research was conducted in early 2023. This research method is literature in which this research will conduct an assessment of concepts and theories from various literatures, journals, and books. This research uses secondary data from this research sourced from related books and journals. Data analysis is data obtained from notes and other materials arranged systematically so that the research can be understood and can be informed to others. The results of this study are that the current digital era is an opportunity for women to continue to innovate and utilize social media as a means. With the ease and sophistication of sat technology, this is an opportunity as well as a challenge for women, especially in the western Tulang Bawang district, to continue to exist to express their ideas, creativity, and innovation.</i>
Kata Kunci	Abstrak
Perempuan; Pembangunan ekonomi; Era 5.0	Dewasa ini teknologi mengalami pergeseran dan mengalami menawarkan perubahan di berbagai sektor. Aspek ekonomi menjadi salah satu aspek yang mengalami perkembangan. Peran perempuan amat penting bagi perkembangan suatu ekonomi. Perempuan memiliki kecenderungan berinovasi serta menciptakan berbagai macam peluang. Penelitian ini bertujuan untuk mengetahui peran perempuan dalam perkembangan ekonomi di Kabupaten Tulang Bawang Barat. Metode penelitian ini ialah penelitian pustaka. Penelitian ini dilaksanakan pada awal tahun 2023. Metode penelitian ini ialah pustaka yang mana penelitian ini akan mengadakan suatu pengkajian mengenai konsep dan teori dari berbagai literatur, jurnal, dan buku. Penelitian ini menggunakan data sekunder dari penelitian ni bersumber dari buku dan jurnal terkait. Analisis data adalah data yang diperoleh catatan dan bahan lain-lain disusun secara sistematis sehingga penelitian tersebut dapat difahami dan bisa diinformasikan pada orang lain. Hasil dari penelitian ini era digital saat ini menjadi peluang bagi perempuan untuk terus berinovasi serta memanfaatkan sosial media sebagai sarana. Dengan kemudahan dan kecanggihan teknologi sat ini menjadi peluang sekaligus tantangan tersendiri bagi kaum perempuan khususnya di kabupaten Tulang Bawang barat untuk tetap terus eksis menuangkan gagasan, kreativitas dan inovasi-nya.

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INTRODUCTION

Nowadays, technology has shifted and offers changes in various sectors. The economic aspect is one of the aspects that has developed. Indonesia's economy in 2022 reached Rp19,588.4 trillion and GDP per capita reached Rp71.0 million or US\$4,783.9 (Central Bureau of Statistics, 2023).

The shift in the pattern of society where people who used to buy offline have turned online requires business people to compete to determine the best strategy for competitive advantage by utilizing technology so as not to be left behind by other business people (Mumtaha, 2019).

According to the Director General of Domestic Trade of the Ministry of Trade, said, Indonesia's digital economy experienced an 8-fold increase in 2030. In 2020, the value of Indonesia's digital economy reached IDR 632 trillion, and in 2030 it is projected to increase to IDR 4,531 trillion (Situmorang, 2021). Of course, this can provide opportunities as well as convenience for entrepreneurs to expand the marketing of their products.

Women have a significant role in building an ideal civilization. In the trajectory of the history and culture of the country, the image of women has been traditionally associated with an inspirational, meritorious figure, protector, and educator for the family, environment, and society (Budiman et al., 2021).

The same research is related to the role of women in the context of digital economic development. Dini (2018) concluded in this research that the digital era offers equal opportunities and challenges for women. Ease of access to information and knowledge without being automated and digitized more and more. In the new era of work, work that knows boundaries provides extraordinary opportunities for women to actively contribute and optimize the actualization of their potential. (Amalia, 2018).

The role of entrepreneurs is expected to contribute to the country's economy (Anggraeni et

al., 2019). The development of the world of digitalization, is expected to increase optimal labor participation and productivity and can indirectly have an impact on reducing the number of unemployed in Indonesia. So the decline in unemployment will also increase the workforce, especially the female workforce.

Based on data from the Central Statistics Agency (BPS), human resource development in Lampung has increased in the last five years. This can be seen from the achievement of the Human Development Index (HDI) which continues to show a significant increase as measured by health, education, and expenditure indices for men and women. Statistically, in various fields of achievement women are still far behind compared to men. Even though women's involvement has a very important role, not only as beneficiaries but also as actors of national development.

In 2021, the Lampung Gender Development Index has reached 90.37 percent. This achievement increased by 0.04 points compared to 2020. However, from data from 2017-2021, the GPA in Lampung experienced a downward trend and reached its lowest point in 2020, which reached 90.33 percent. The downward trend in GPA is mainly due to the increase in male education status in the component of school expectancy and the weakening of economic indicators for the female population (Badan Pusat Statistik, 2021).

The purpose of this study is to determine the role of women in economic development in Tulang Bawang Barat. The focus of this research is to see the extent of the role of women in Tulang Bawang Barat Regency to improve the family economy by utilizing technology.

METHOD

This research aims to collect information contained in written sources or documents. Research conducted by collecting data with the help of various kinds of data with the help of various

kinds of scientific data in the library such as books, previous research results, similar ones, articles, notes, and various solutions (Mustofa et al., 2023). The library method is an activity carried out systematically to collect, process, and summarize data using certain methods/techniques to find answers to the problems faced in library research (Khatibah, 2011). Library research is research that uses types of written sources as research material.

This research was conducted in early 2023. This research method is literature in which this research will conduct an assessment of concepts and theories from various literatures, journals, and books. This research uses secondary data from this research sourced from related books and journals. Data analysis is data obtained from notes and other materials arranged systematically so that the research can be understood and can be informed to others.

RESULTS AND DISCUSSION

1. Result

a. Industrial Revolution 5.0

Technological developments marked by the Industrial Revolution 1.0 to the current Industrial Revolution 4.0 are one of the factors that influence the behavior of people's lives. Internet technology as part of the Industrial Revolution 4.0 comes like a double-edged sword; on the one hand, it provides promising opportunities but on the other hand, it threatens the sustainability of several industries (Suhri, n.d.). All human activities can be facilitated by Internet technology, including economic activities. In the current digital era, human behavior in accessing information and electronic services is strongly influenced by technology. All information and human needs can be fulfilled only through the palm of a hand through a smartphone. The development of increasingly advanced technology has made the economic sector develop in a more efficient and modern direction so that it becomes more effective (Suhri, n.d.).

In 2016, an initiative called "Society 5.0" was proposed by the Japanese Cabinet in the 5th Science and Technology Basic Plan, with a vision to create a "Super Smart Society" (MSC). MSC is positioned as the fifth stage of development in human society, following hunter/gatherer, agrarian, industrial, and information societies (Firdaus, 2020).

The concept of revolution initiated in Japan emphasizes the role of humans in overcoming the paradigm of the progress of the Industrial Revolution 4.0. This means that during the society 5.0 period, critical thinking and creativity. The availability of high-tech automation trends and data exchange during the Industrial Revolution 4.0 such as cyber-physical systems, internet of things (IoT), cloud computing, and cognitive computing. Together with the impact of human life around the world, it is full of turmoil, uncertainty, complexity, and ambiguity.

The Industrial Revolution 4.0, produces an assumption that the Industrial Revolution did not only destroy the technological field but penetrated the social, economic, and legal fields, and to overcome the disruption of the impact of the Industrial Revolution, it is necessary to study the humanities to guard technological developments so as not to get out of the prevailing humanitarian norms. Changes in community behavior that follow technological developments and center on human needs are currently better known as Society5.0.

In the Society 5.0 era, every order of society's needs will be human-centered and technology-based developed by Japan. The development of Society 5.0 has started since civilization in the world began. This is marked by every behavior of a society that is centered on the needs of the community. Society1.0 is characterized by hunting activities to meet the needs of society. Society 2.0 people have recognized farming in meeting the needs of life. In Society 3.0, people began to recognize and explore the industrial world which was believed to facilitate every activity to meet their needs. Technology began to be applied and used in meeting the

needs of life and obtaining information in Society 4.0.

In the era of Society 5.0, every behavior of life will be translated with artificial intelligence and then transformed with millions of data through the internet (internet of things). The results of this translation will be dedicated to a new wisdom that will increase human ability to open opportunities for humanity. One of the things that affects the behavior of people's lives is the change in global economic flows. Indonesia's current economic existence has been dissolved in global economic conditions, this greatly affects the Indonesian economy when there is an increase or decrease in global economic conditions (Yustika, 2019).

So the presence of Society 5.0 can be a solution to the above, not even competing with what existed before in the Industrial Revolution 4.0. The principle is based on the role of humans themselves with the technology that has been created so that humans make a balance between economic progress and solving social problems through a system that strongly connects cyberspace and the real world (Andryanto, 2021). Industrial Society 5.0 is more directive on how we use technology itself. What are the interests? The reason we create this and that, and how we can utilize and coexist with the technology itself (Kresnadi, 2021). For example, as described by socs. bonus.ac.id, what is called the relationship between the Industrial Revolution 4.0 and society 5.0 such as the utilization of Big Data that follows the development of society 5.0 can be in various fields. One of them is in the field of wearable technology utilization (Andryanto, 2021)

b. Women, Patriarchy, and Gender Equality

Women are social beings who are the same as men. Therefore, women should have the same access as men in terms of decision-making, education, security, health services, and other important aspects.

Participating in making decisions in society or participating in the public sphere is also a human right for women, but often women are the ones whose human rights are violated. The existence of gender differences will trigger gender bias or conditions that favor and harm one of the sexes. Gender is a socially and culturally constructed characteristic of men and women.

Gender leads to masculinity and femininity. Masculinity is that men are considered strong, rational, and assertive, so indirectly there is gender bias in society that men are taboo when doing household chores or taking care of children. Meanwhile, femininity is the nature of women who are known to be meek, emotionally maternal, and irrational so women doubt their ability to occupy a position in work (Sun, 2019). The impact is a patriarchal culture that describes a social system where men as the dominant group control power over women's groups both in the family and society (Palulungan et al., 2020).

In line with this social system, gender equality began to be looked at and became one of the goals and has several targets in the SDGs (Sustainable Development Goals.). Attention to gender equality in the SDGs is also based on the limitations in improving gender inequality during the fifteen years of the MDGs (Millennium Development Goals) era. Gender equality is not only Goal Number 5 of the SDGs with 9 targets, but at the same time it also provides opportunities and encouragement for women to be able to take an active role in the public sphere (Palulungan et al., 2020).

With the comprehensive goals and targets of the SDGs, gender equality is expected to be achieved by 2030. Gender equality is achieved along with the end of poverty and hunger, as women are the gender that bears the brunt of poverty and hunger. Ending Women's Poverty Gender equality and women's empowerment are believed to end women's poverty. This is because women's poverty is born from a patriarchal culture that limits women's participation in public life. Women do not

have the same access as men in various sectors of life, even though many women are the backbone of the family, including being the head of the family (Palulungan et al., 2020).

The equation between women and men is that women and men have the same potential and ability to contribute to continue to improve the level of human civilization towards a better one. History has recorded several women who have great influence and ability in several fields that have always been considered the domain of men (Rambe & Nugraha, 2019).

c. Discussion

According to Hendarsyah, the industrial era 4.0 and society 5.0 is an era of transformation of analog technology into digital. The technology in Society 5.0 is a continuation of industrial technology 4.0. Digital transformation has changed the way of life of society and industry, thus bringing great influence to the progress of e-commerce. Technological alignment occurs between e-commerce and the technology of the industrial Era 4.0 and Society 5.0, where e-commerce technology follows and adapts its technology to each of these eras. The industrial era 4.0 and society 5.0 have a lot of positive impacts in general on e-commerce, so the prospects for e-commerce growth will be even better in the future (Hendarsyah, 2019).

Prasetyo Budi Widagdo said, In short, the concept of e-commerce is trade whose transactions use intermediary electronic devices connected in virtual space. E-commerce has a significant positive impact on business people, consumers, and society (Rangkuti, 2016). With the development of technology that is growing rapidly, and has experienced breakthroughs in all disciplines, including in the fields of artificial intelligence, nanotechnology, and biotechnology, internet-based technology has an impact on human life, so that it has an impact on increasing economic growth (Hamdan, 2018).

Amalia also argues that the digital era offers equal opportunities and challenges for women. Easy access to information and knowledge without knowing boundaries provides extraordinary opportunities for women to actively contribute and optimize the actualization of their potential. Women in this digital economy era are required to be able to have convergent roles. They are required to have and master more than one role.

In contrast to the public assumption that has been biased into tradition, that women are only capable and ready in the domestic sphere, the digital era has plus points that open the public paradigm that women are capable and credible to innovate and play an active role in the public sphere. The ability to compete and upgrade the mindset becomes a bridge to the convergent role of women. Role convergence is a gradual process of improving the quality and potential of women to compete and be productive in the digital era (Amalia, 2018).

Women and men have a level of equality so that they have the same opportunities, access and opportunities. Equality is a target that must be achieved in the medium and long-term national development goals and the Millennium Development Goals (MDGs). Women are not only users of the results of economic development but also play a role in implementing and participating in all aspects of economic development in Indonesia. Government efforts to improve women's abilities using empowerment, which implies improving the quality and role of women in all fields of development including economic development.

The existence of a gender equality program that integrates gender into the flow of development places women as subjects of economic development. This is an opportunity for women to take a wider role in showing their potential. Women have strategic roles in promoting development, namely as household managers, economic actors, and as career women.

Tulang Bawang Barat is an expansion district that was inaugurated in 2008. In general, the people of Tubaba make a living as rubber farmers and rice farmers. In addition, in Tulang Bawang Barat there are also several MSMEs, the majority of which are initiated by women. This is what is reflected in Tulang Bawang Barat MSMEs in facing the 5.0 era. Based on the data collected, there are still many MSME players who are still trapped in the problems described above, such as limited technological knowledge and lack of competitiveness.

In the era of development 5.0 in the economic sector, digital technology is currently very sophisticated so work can be done easily. This will certainly be a gap as well as an opportunity for women to take part in the public sphere. Women can run a business without disturbing their domestic roles such as opening a home-based business or opening a business in e-commerce can work at home and can make transactions through digital wallets so that transactions can be made more easily between fellow technology users. Industry 5.0 provides opportunities for women to take part in the public sphere so that it can support the rate of economic growth in Indonesia.

CONCLUSION

Women today cannot be underestimated whose duties are limited to household management and income earners are completely taken over by men. Currently, women can play a productive role in utilizing their time with entrepreneurship to achieve economic independence. With the ease and sophistication of sat technology, this is both an opportunity and a challenge for women to continue to exist to pour out their ideas, creativity and innovation. With the flexibility of time that women have, it will make it easier to be able to contribute significantly to fulfilling the family economy.

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