

The Strategic Role of Millennial Women in Advancing MSMEs in the Digital Economy Era

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ABSTRACT

The development of the MSME sector which is supported by the digital economy, creates many new innovations. The transformation towards a digital-based economy is mostly driven by millennial women. This study aims to analyze the strategic role of millennial generation women in the digital economy era. The research method used is the descriptive qualitative method. The data collection method used is the method of observation, interviews, and documentation. Data were analyzed through three paths, namely data reduction, data presentation, and drawing conclusions. The results of the study show that respondents play an important role in economic development through MSMEs. The results of this study prove: 1) millennial women have an important and strategic role in starting businesses, creating new products, managing business finances, and marketing their business products using digital media; 2) on average business actors understand their position as women, respondents say that there are no norms/rules that prohibit women from working, and MSMEs managed by respondents have received permission and support from husbands or family; 3) MSME actors have benefited from the digital economy, especially in the marketing process, the benefits derived from social media activities greatly support the development of their businesses, and the government is very supportive of the efforts made by women entrepreneurs in helping improve the regional and national economy.

Keywords: Advancing MSMEs, Millennial Women, Digital Economy

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1. INTRODUCTION

The era of digitalization has changed people's habits from a manual era to a more innovative and digital era. The digital era is supported by the rapid and widespread development of modern technology and information. The emergence of modern technology influences people's lives so that it can change people's habits and behavior more quickly. Various changes eventually occurred, requiring society to become more flexible in order to be able to adapt so that there is a balanced interaction between humans and technological instruments. People who choose to isolate themselves and close their eyes to the era of digital technology will be left far behind, while humans with their intelligence continue to make updates by utilizing advanced technology to make their work and all the activities they engage in easier.

The rapid progress of digital technology means that almost all countries in the world are at the maturity of Industrial Revolution 4.0. Changes have occurred in all aspects of people's lives, including educational and health aspects, cultural, social, political aspects, and especially

economic aspects. In the economic sector, there is a massive transformation towards a digital economy which has given rise to new business models. These new business models have changed most business systems and patterns to become more modern and digitalized. Thus, this new business model is able to create a pattern that is more efficient and responsive to market needs. This new business model is often analogous to digital-based economic practices or the digital economy.

The digital economy by utilizing advanced technology can increase and maximize economic potential which encourages the birth of new innovations. Through digital, economic opportunities will be able to develop rapidly and be able to survive in the era of national and global competition. Maria & Widayati (2020) describe the impact of digital economic developments on the behavior of social media users in carrying out economic transactions, stating that various types of transactions can be carried out by utilizing technology as a medium to improve business strategies. Economic actors use digital to improve their business by utilizing superior social media, especially in carrying out buying and selling transactions. Economic actors must be able to utilize technology as a supporting tool that has a big impact in carrying out transactions.

According to Hinning (2018), the digital economy always refers to an economy based on digital computing technology and running business through internet-based markets. Another name for the digital economy is the internet economy, web economy or new economy. One of the things that has caused the development of the digital economy is the spread of Information and Communication Technology (ICT) in almost all business sectors. The digital economy is business carried out through online/virtual media, the creation and exchange of value, transactions and relationships between economic actors that are mature with the internet as a medium of exchange.

The emergence of a digital-based economy affects all aspects of the economy. One aspect of economic development that has a big impact is the Micro, Small and Medium Enterprises (MSME) sector. The development of the MSME sector which is supported by the digital economy creates many new innovations that can have a positive influence on improving the business cycle, from the production process to distribution. Thus, the digital economy makes a major contribution to the progress of MSMEs by utilizing various available platforms, starting with creating your own website, utilizing social media, to using e-commerce platforms. Through the digital economy, MSMEs have found strategic solutions to the problems they have been facing, both for product sales and marketing and for accessing the necessary resources.

Along with the development and progress of digital technology which supports economic growth, a variety of new phenomena have also emerged which have become a driving force in developing the economy. One of the drivers is the emergence of digital-based MSMEs which are accommodated and initiated by women. In almost every region we can find many MSMEs driven by women. This is a phenomenon that cannot be denied, that women are closely related to the economy in terms of their understanding of what needs must be met for themselves, their families and the surrounding community.

In developing businesses through the digital economy, there is no doubt about the ability that women have to innovate by utilizing existing social media. This condition also affects the role of women in the digital era who not only work as housewives, but are also required to be able to play roles outside the home, such as starting or building businesses and as career women.

The existence of the role of women is starting to become prominent with the number of MSMEs driven by women who have become successful and are known by the wider community. The active role of women with the skills they have is able to improve the economy of their families and surrounding areas.

The stigma attached before the millennium era said that women should not be smarter and occupy higher positions than men, women should only take care of the household, and women could not develop and hone their creativity. In the current era, technology knows no

gender, meaning that every group can access and take advantage of the advantages and conveniences that technology offers.

Women have great opportunities, women can show and develop their talents and creativity. This is a great opportunity and opportunity for women to be more active in honing and developing their talents, especially in the economic field. In the economic sector, quite a few millennial women are starting businesses, especially in the creative economy sector. Women run their own businesses by utilizing digital technology such as social media.

Women are starting to realize the enormous opportunities open to them. Until now, we have encountered many women who are initiators and responsible for business matters, whether in business individually or in the form of groups or companies. Women are no longer monotonous with their work as housewives, but many of them have successful careers in the business world. This transformation is supported by digital technology with very easy and fast access to information. Through digital or internet-based technology, it opens up wide opportunities for women to work, be competent and channel innovative creativity.

The transformation towards a digital-based economy, which was largely initiated by women, has had a positive impact. Apart from having an impact on individuals and their families, this transformation also has an impact on national economic growth, reducing unemployment rates, widening employment targets, and increasing social welfare. Thus, women have a very strategic role in regional and national economic development.

There are several studies related to the digital economy phenomenon and the strategic role of women in running digital economy-based businesses. Sianturi's research (2017) regarding the role of the digital economy in encouraging national economic growth states that the strategy for realizing Indonesia as a digital economy country is to prepare a national e-commerce roadmap, make business easier for e-commerce players, develop policies for data protection. personal as well as strengthening the "broadband" network to remote corners of the country, and creating 1,000 technopreneurs.

Prastyaningtyas (2019) stated that the positive impact of the digital economy is that it contributes to increasing GDP every year and encourages the growth of young entrepreneurs through start-up businesses. Apart from that, the negative impact of the digital economy is increasing unemployment because labor can be replaced with sophisticated automatic machines. Prastyaningtyas's (2019) research raises ambivalence, on the one hand the digital economy is able to encourage the growth of young entrepreneurs or new model business people, on the other hand the digital economy has a negative impact because human labor is replaced with automatic machines so that it will increase the unemployment rate. The birth of the digitalization era should give rise to many new business models that have not been discovered before. This era of digitalization will encourage innovations that will open up many new job opportunities, thereby reducing unemployment which will also affect the country's income structure.

Research by Fuadi et al. (2021) regarding strategies for empowering MSME actors towards a digital economy through social action, stated that through contributions made by social communities, various solutions have been developed to upgrade and reduce the gap in digitalization flows between urban and rural areas. Meanwhile, Suwarni et al. (2019) stated that the opportunity to develop micro businesses in this digital economy era is very large. However, what remains an obstacle is the low level of human resource skills in using information technology.

Amalia's (2018) research explaining the dynamics of the convergence of women's roles in the digital era suggests that apart from the positive impact in the digital economic era, the internet, which is also the key to digital mobility and automation in accessing information, also has a negative impact on women. The positive impact is that women are transformed into initiators and people responsible in the business sector, where women who were previously only housewives have now become a part of the economy. The ease of accessing information through digital media really helps millennial women to start innovating and developing.

Meanwhile, the negative impact in general is the exploitation of information and the disclosure of individual privacy for public consumption.

Furthermore, Utami (2019) explained that the era of information technology has entered the use of information technology as women's empowerment. The fast-moving changes in the Industrial Revolution 4.0 require the full participation of women. Women are required to improve their competence to enter the job industry market or the business world. Women have wide open opportunities, automated and digital job opportunities are increasingly widespread. Likewise, research by Nurcahyani & Isbah (2020) suggests that the digital economy has become a new entrepreneurial opportunity for women to reach a wider market without neglecting their role as wives/mothers. They are required to continue to innovate and understand changing market trends and always improve their mastery of technology for maximum results.

Specifically, Simamora & Ningsih (2020) explained the inclusiveness of the digital economy in Indonesia from a gender perspective and job creation in the Marketer Village. Simamora & Ningsih (2020) stated that the Marketer Village is an element in the digital economic ecosystem that is able to create jobs and access for women in rural areas through the concepts of education and empowerment. Likewise, research by Vanomy & Harris (2021) analyzed the role of millennial generation women in micro, small and medium enterprises in the digital economy era. Vanomy & Harris (2021) found that discriminatory factors, motivation, demographics have a big role in advancing MSMEs. This role can be seen from research results which show that discrimination, motivation, demographics have a significant influence on the capabilities of MSME managers. Meanwhile, commitment and financial access factors have a positive but not significant effect. The capability factor has a significant positive effect on MSME human capital, then the MSME Human Capital factor has a significant positive effect on the digital economy. These results imply that in creating superior and competitive MSMEs, especially MSMEs owned by women, the cultural factor of gender equality must be the main foundation in running MSMEs, women must be treated the same as men in terms of work and business, support from the family, support from Regional entrepreneurial communities, as well as those from the government, have made a positive contribution to the growth and development of MSMEs, but the phenomenon found in the Riau Islands region is that privately managed women entrepreneur communities have not been able to make a significant positive contribution to increasing the knowledge and skills of their members. Isolative to entrepreneurial knowledge originating from outside their community. Entrepreneurship knowledge should be obtained from anywhere. Not only from the internal scope of the community. Likewise, access to finance on average still uses personal capital, due to difficulties in obtaining access to finance.

Based on the phenomena and facts described above, researchers feel it is necessary to conduct an in-depth study related to the development of the digital economy and the strategic role of women in the digital economy era. This research also refers to previous research which outlines the importance of the digital economy as an opportunity and challenge for economic development in Indonesia. In addition, previous studies have found different results regarding the impact of the digital economy on job creation opportunities and unemployment problems, including the positive and negative impacts of the digital economy era. So researchers feel the need to study further, especially regarding the analysis of the strategic role of millennial women in MSMEs in responding to the challenges of the digital economic era to create a progressive economy, which is able to increase regional and state income which has an impact on community welfare, opens up employment opportunities and is able to reduce unemployment rates.

This research was conducted to explain factually that women have a strategic role in improving the regional and state economy through MSMEs. Many MSMEs have been initiated and managed by women, especially MSMEs in Sinjai Regency. The Sinjai Regency Government continues to strive to encourage the development of MSMEs. One form of support is through coaching, education, promotion and capital.

Another obstacle that MSME players in Sinjai Regency still complain about, apart from funding sources, is the lack of people's purchasing power. Therefore, the Sinjai Regency Government continues to encourage the use of digital marketing to increase the scope of marketing services for MSMEs. Where digital marketing is part of efforts to introduce MSME products and increase sales to consumers.

The rise of MSMEs managed by millennial women by using or taking advantage of advances in digital technology in running their business has been able to enter the digital market or better known as e-commerce. This has made the development of MSMEs in Sinjai Regency experience significant progress.

Developing the MSME sector requires government support, both in terms of formulating regulations on a positive business climate and assistance in the form of funding, training, counseling and business management education or business plans. With inclusive government support, it will increase people's enthusiasm and insight into entrepreneurship, especially the young millennial generation.

Based on the background above, the problem formulation in this research is what is the strategic role of millennial generation women in the digital economy era in MSMEs in Sinjai Regency? So the aim of this research is to analyze and determine the strategic role of millennial generation women in the digital economy era in MSMEs in Sinjai Regency.

2. METHOD

The research used in this research is a qualitative method. This research intends to understand the phenomena experienced by research subjects holistically (Moleong, 2016). This type of research is descriptive. This research attempts to explain the solution to current problems based on data. The type of qualitative descriptive research used in this research is intended to obtain information regarding the analysis of the strategic role of millennial generation women in MSMEs in the digital economy era in Sinjai Regency.

This research was conducted on 5 (five) MSME units run or managed by millennial generation women in Sinjai Regency. This research was conducted in February-March 2023. The data source for this research is primary data in the form of words obtained from interviews with predetermined informants which cover various matters related to the analysis of the strategic role of millennial generation women in MSMEs in the digital economy era in Sinjai Regency.

The data collection used in this research is as stated by Sugiyono (2018), namely: 1) Observation method, systematic observation and recording of symptoms that appear on the research object. This observation uses participant observation, where the researcher is directly involved with the activities of the person being observed or used as a source of research data. This direct observation was carried out by researchers to optimize data regarding the strategic role of millennial women in MSMEs in the digital-based economic era in Sinjai Regency; 2) Interview method, researchers use structured interviews, where an interviewer sets himself the problem and questions to be asked to find answers to a tightly structured hypothesis. The researcher used the interview method to explore data related to the strategic role of millennial women in MSMEs in responding to digital economic challenges in Sinjai Regency. The informants are MSME managers run by millennial generation women in Sinjai Regency; and 3) Documentation method, in implementing the documentation method, researchers rely on documents as a source of data to support research. Such as recorded interviews, photos, videos and written documents from MSMEs.

The data analysis used is a descriptive analytical method, namely describing the data collected in the form of words, images and not numbers. Data originating from manuscripts, interviews, field notes, documents, and so on, is then described so that it can provide clarity on the facts or realities. Data were analyzed using the version of Miles and Huberman (1992), namely through three activity streams: 1) Data reduction, reduction was carried out from data

collection, starting with making summaries, coding, tracing themes, writing memos, and so on, with the aim of culling data or irrelevant information, then the data is verified; 2) Data presentation, the presentation of qualitative data is presented in the form of narrative text, with the aim of being designed to combine information that is arranged in a form that is coherent and easy to understand; and 3) Drawing conclusions or verification, researchers must arrive at conclusions and carry out verification, both in terms of meaning and truth of the conclusions agreed upon by the place where the research was carried out. The meaning that researchers formulate from data must be tested for truth, suitability and robustness. Researchers must realize that in searching for meaning, they must use an emic approach, namely from the perspective of key information, and not interpreting meaning according to the researcher's view (ethical view).

3. RESULTS AND DISCUSSION

a. Development of MSMEs in Sinjai Regency

Micro, Small and Medium Enterprises (MSMEs) are one of the main pillars of the national economy with an independence perspective that has great potential to improve the economy in the real sector so that it can realize community welfare. In supporting MSME activities, the government provides support through policies so that it can provide capital and knowledge injections to creative economy actors so that they continue to develop their businesses.

In Sinjai Regency, the development of the creative economy, where the perpetrators are dominant in the MSME sector, is the main alternative considering that Sinjai Regency has abundant natural resources, both from land and sea. The Sinjai Regency Government, through the Department of Cooperatives, MSMEs and Manpower, in improving the people's economic sector, especially for MSMEs, asks for the participation of business actors to take advantage of the business loan assistance that will be provided by the government.

Apart from capital assistance, the Sinjai Regency government is also actively providing provisions for the creation of new entrepreneurs and independent workers through mentoring patterns. The program aims to create quality, productive and competitive young entrepreneurs or start-up entrepreneurs who have the interest, talent and motivation to create jobs for themselves and others as independent and professional entrepreneurs.

The commitment of the Sinjai regional government through the Sinjai Regency Cooperatives, UKM and Manpower Service in outlining the Vision and Mission of the Sinjai Regency Government 2018-2023, one of which is programs and activities for Cooperative coaching and Development in Sinjai, has produced many results. Including empowering MSMEs so that Sinjai Regency is considered as one of the regions that has succeeded in advancing Cooperatives and SMEs for the welfare of the community.

The Sinjai Regency Government has shown its emphasis through the UMKM Cooperative Service to create and expand new jobs and job opportunities, expand and develop productive and sustainable local economic activities on a micro, and small/prevent scale, build and develop community motivation and innovation to be willing to manage existing resource potential. This emphasis is also in accordance with the vision and mission of the Sinjai Regency Regional Government for the 2018-2023 period to create 1,000 new entrepreneurs and 10,000 new jobs. It can be believed that the Sinjai Regency Government will be able to realize this by 2023.

The program for creating new SME entrepreneurs in Sinjai Regency during 2021, according to data from the Sinjai Manpower and Cooperative Office, is 44,598. This number has increased from 2020 of 32,551. There was a significant increase of around 12,047 SMEs from 2020 to 2021. Below you can see Table 1 regarding the development of SMEs in the last five years - 2016 to 2021.

Table 1. Development of Sinjai Regency MSMEs 2016-2022

Criteria	2016	2017	2018	2019	2020	2021
Micro	8.358	9.543	16.060	17.438	20.279	32.336
Small	5.424	6.341	9.827	10.329	10.287	10.277
Intermediate	1.840	1.840	1.983	1.983	1.985	1.985
Amount	15.622	17.151	27.750	29.750	32.551	44.598

Source: Sinjai Regency Cooperatives, MSMEs and Labor Service (2023).

Based on Table 1, the development of the MSME sector from 2016-2021 has increased quite significantly. This is in line with the vision and mission of the Sinjai Regency government in supporting the development of the MSME sector. The development of MSMEs is largely driven by micro and small scale creative economy entrepreneurs. The development of MSMEs is also evidence of their increasing contribution to the GRDP of Sinjai Regency, especially through five business sectors, namely the accommodation and food and drink provision sector, the wholesale and retail trade sector, the information and communications sector, the transportation and warehousing sector, and the processing industry (manufacturing) sector. Many MSMEs are involved in these five fields.

Then, the development of MSMEs in Sinjai Regency in 2021 will increase. Based on data from the Head of the Sinjai UMK and Labor Cooperative Department, his party succeeded in producing 140 new entrepreneurs who were provided with various training. These include training in sewing activities, culinary arts and workshops. In the training carried out, priority is given to those who are unemployed and children who have dropped out of school. This program is an effort to support the Sinjai Regent's program and vision and mission in creating new entrepreneurs.

b. Specific Description of the Respondent

Many MSMEs have been initiated and managed by women, especially MSMEs in Sinjai Regency. The Sinjai Regency Government continues to strive to encourage the development of MSMEs. One form of support is through coaching, education, promotion and capital. The following are the results of MSME research managed and initiated by millennial women who were respondents to this research:

1) UMKM Awri Cake

Awri Cake is an MSME that produces wet cakes and the production process is carried out in its own home which is also a cake shop called "Awri Cake". The beginning came from the intention to help Mrs. KI's husband increase his family's income. With capital from savings and help from her parents, Mrs. KI succeeded in setting up her business starting in 2017-now. Equipped with knowledge about the business world via the internet and a high willingness to learn about the business world, finally the Awri Cake UMKM was able to produce cakes that were predominantly dry or wet cakes. With a marketing strategy that is implemented online, this business is running according to Mrs. KI's expectations.

UMKM Awri Cake promotes its business products by utilizing social media such as Facebook, WhatsApp and Instagram. By utilizing this social media, Awri Cake MSMEs get many conveniences in promoting their business products. By using a digital marketing model amidst competition on social media, Awri Cake remains consistent in carrying out promotions related to its products and is even more active in promoting its products in the future so that it can increase its sales. Apart from that, these MSMEs don't think too much about competition but how they can focus on producing their products in a day so that the products can be sold.

With this effort, Mrs. KI, who is 31 years old, can meet her needs and lighten her family's burden a little. For the future development of her business, Mrs. KI, as the owner of UMKM Awri Cake, plans to expand her business, such as opening a branch in the middle of the city.

2) UMKM D' Roti

D'Roti is an MSME that was founded in 2020. Seeing that in the Sinjai Regency area there were no bread entrepreneurs at that time, this was the beginning of the establishment of this MSME. By using capital coupled with knowledge about the business world obtained from the internet. It can't be felt that this MSME is already two years old, and continues to consistently produce its products, which are more monotonous in bread, but also include cakes such as sponge cake and other cakes amidst the current large number of competitors.

The marketing strategy carried out by MSMEs is to remain consistent with the price, taste and product variants. By being marketed both offline and online via social media such as Facebook and WhatsApp. Through this social media, it is very easy for D'Roti to promote its products. For example, Mrs. DN no longer needs to go out to promote her products to everyone, just use social media.

With future marketing plans in an effort to increase sales of MSMEs, Mrs. DN, who is 29 years old, will further increase her insight in how to promote products on social media. Then from that, by using funds or profits from these MSMEs, Mrs. DN will expand her branches in the future.

3. UMKM Takenis Ria

2022 is a new beginning for MSME TAKENIS Ria. Where in 2022 this will be the beginning of the establishment of TAKENIS Ria MSMEs. Initially it was just a trial and error, so this MSME was founded. Throughout the journey of its business, TAKENIS Ria products have become increasingly popular or sought after by the wider community.

Even though she is still young, namely 20 years old, with the help of personal capital from her mother, TAKENIS Ria is able to produce her product, namely black sticky rice tape, in large quantities and is successfully marketed amidst the onslaught of existing competitors. Utilizing social media and the help of e-commerce platforms is a marketing strategy carried out by Mrs. RA to compete with other business actors.

In increasing sales in the future, TAKENIS Ria will try to maintain the quality of its products and carry out continuous promotions. Apart from that, TAKENIS Ria's business has been able to gain quite large profits from the sales process.

4. UMKM Ana Cell

Ana Cell is an MSME that was founded in 2021. With sincere intentions and a desire to earn more income and not wanting to burden her parents, this business was founded. Starting from knowledge about the business world from neighbors and capital from both parents, MSME Ana Cell has succeeded in launching its products such as all operator credit, electricity tokens and data cards.

With quite a lot of competitors, the strategy prepared by Mrs. AP, namely making pamphlets about her products and distributing them consistently on social media, such as WhatsApp and Facebook, apart from promoting them directly to friends, is a strategic step taken in competing with other businesses.

From marketing via social media, Mrs. AP, who is 20 years old, has managed to make a profit that can meet her personal needs and those of her own family. Apart from that, for future business development, Mrs. AP will open counters in all sub-districts in Sinjai Regency.

5. UMKM Dunia Sepatu

The year 2000 was the beginning of the establishment of the Shoe World MSME. By seeing the work of the family of the average entrepreneur, the shoe world business owner was motivated and finally the Shoe World business was established. Apart from that, the capital obtained from her parents and equipped with sound knowledge about the business world, means that Mrs. AP, who is 26 years old, can produce products including shoes, bags and dolls.

With the rapid number of competitors out there, the marketing strategy adopted by Mrs. AP is to hold a blessed Friday promo for buyers. Apart from offline marketing, Istana Shoes also

promotes its products online via social media such as WhatsApp, Facebook and especially on Instagram.

As for the impact of marketing via social media, according to Mrs. AP, it is not very smooth because most online customers are so dependent on purchasing their products. However, that is not an obstacle that prevents Mrs. AP from running her business. By keeping up with the times and simultaneously marketing online and offline, ultimately the profits obtained from his business can meet his family's needs.

c. Interpreting Gender Equality from The Perspective of Women as Business Actors

The development and progress of digital technology is supporting the growth of the digital economy, which has given rise to a variety of new phenomena that are driving economic development. One of the drivers is the emergence of digital-based MSMEs initiated by women. The role of women in the digital era is that they not only work as housewives but are also required to be able to play roles outside the home such as starting/building a family business or as career women. This is an indication that women are starting to get out of the stigma about their position being subordinate to men.

From the research conducted, it was found that four of the respondents in this study had heard the term gender equality, namely UMKM Awri Cake, UMKM D'Roti, UMKM TAKENIS Ria, and UMKM Ana Cell. Meanwhile, one respondent, namely respondent DN, had never heard of the term gender equality.

In general, respondents understood the meaning of gender equality. As stated by AP and RA respondents, gender equality is a situation where women have the same rights and obligations as men. Meanwhile, MI respondents revealed more practically that sometimes a lot of work can be done by both men and women. For example, coolies, many men work as coolies, there are also women who work as coolies. So in essence, when there is a willingness from women themselves to do the same work as men, they will definitely do it. Except, for those who really don't have the will. The respondents' answers prove that they understand the meaning of gender equality.

Apart from that, all respondents understood gender equality in the world of entrepreneurship. As stated by respondent AN who said that women and men have the same rights and obligations to fulfill their needs, especially in economic matters. Meanwhile, AP respondents stated that in terms of entrepreneurship there is no need to look at gender. Because, in terms of entrepreneurship, all genders can definitely master it depending on how they approach other people and creativity in terms of marketing. Meanwhile, Respondents MI and RA said that in terms of entrepreneurship, men and women are the same in terms of seeking or obtaining existing opportunities, despite the assumption that women are better off staying at home. From the respondents' answers, it is very important to have gender equality in terms of entrepreneurship.

Overall, respondents did not agree or deny that there were regulations that restricted women from setting up businesses independently. As stated by respondents AP, RA, and AP, women can be independent in setting up their businesses. This is proven by the number of women who are successful in starting their own businesses and most MSMEs are now dominated by women. Meanwhile, respondent AN said that it was unethical to have regulations that limit women in terms of entrepreneurship. Because, on the other hand, women have a reliable attitude in speaking and of course starting a business requires creativity in innovating and it is not necessarily only men who have this. From the respondents' answers, it proves that the role of women in entrepreneurship is very important and greatly contributes to improving the economy.

According to respondents regarding the position of women as housewives who also double as entrepreneurs in helping their husbands in earning a living in the family, they unanimously said that there are no problems because being a career woman is already very great, where women can balance household needs and are also able to prosper. family economy.

This proves that women play a very important role because they can balance the profession of being a householder and a career woman.

Apart from that, all respondents already understand how women contribute to the economy, especially in entrepreneurship. As stated by MI and AP respondents, women have the same opportunities as men and on the other hand, they are able to know the needs that must be met in the family, so that they can use this as a stepping stone to take part in entrepreneurship. Then continued by respondents RA and AN who said that the female population is more than male, so it is very clear that women can improve the economy in Indonesia.

Then, all respondents knew how to differentiate between women and men in entrepreneurship. The proof alone, as stated by respondents RA and AN, is that the point that differentiates them is women in terms of speaking and marketing products and providing prospects to the community. MI respondents continued who said that women adapt more easily to the business world than men, because men have a higher level of prestige than women.

Based on the results of the research above, it can be concluded that women have been able to get out of the socio-cultural stigma zone that has long been strong. Women who live in regional areas are certainly very different from women who live in urban areas. The cultural culture in the regions is still stronger than in urban areas, so it is a big challenge for women in the regions to get out of their cultural zone. However, slowly along with the development of the modern era, which is supported by the sophisticated technological revolution - digitalization, they have found ways to carry out positive activities to help their families and the surrounding community through establishing independent businesses. Women are no longer just housewives, but can positively carry out activities according to their interests.

d. The Role and Position of Women in the Digital Economy Era

The transformation towards a digitalization-based economy, which was largely initiated by women, has had a positive impact. Apart from having an impact on individuals and their families, this transformation also has an impact on national economic growth, reducing unemployment rates, widening employment targets, and increasing social welfare.

From the research that has been conducted, the four respondents have understood the important role of women in developing a digital-based economy. As stated by AP and MI respondents, the role of women is also very much needed in the digital-based economic era. Moreover, we have entered the 4.0 era, where everything is digital. Women also have a big role in the digital economy era, through women information about the digital economy can be spread widely to the public. On the other hand, one of AN's respondents still doesn't understand the term digital economy, even though AN is already running a business assisted by digital media.

Apart from that, all respondents agreed that women have a role in developing the regional or state economy. As stated by DN respondents, with the female population in Indonesia being much larger than the male population, there will be many new innovations created by women in the development of the digital economy. Apart from that, respondents AP and AN stated that the qualities possessed by women in entrepreneurship are better than men. This will guarantee that women's participation in the digital economy will have a big impact on the Indonesian economy.

Regarding the need for rules in the digital economic process, all respondents agreed that there is a need for rules or regulations that regulate how digital business actors should behave so that there are no inequalities that occur in the future. The respondents' answers prove that it is a necessity to have rules governing digital economic activities so that both parties benefit from each other without anyone becoming a victim.

In this digital economy era, respondents have high hopes for millennials to be able to start businesses in order to create new innovations in society. As stated by respondents AP, MI and AN, it is hoped that millennials will sharpen their skills further through the use of technology to prepare for the future, especially in the business world. Apart from that, according to respondent RA, you should never be proud of starting a business, because now is the age of

technology. From the respondents' answers, it proves that in this digital economy era there are many opportunities for millennials to start their businesses, especially female millennials.

Based on the research results, it can be concluded that through the important and strategic role of women in this digital era, we can build an improved digital economy which will ultimately make a major contribution to the country's economy through pioneered MSMEs. Apart from that, the role of women in the digital economy has a big impact on the welfare of society, opening up job opportunities and minimizing poverty rates in a country.

In this digital economy era, easy access to unlimited information and knowledge optimizes the actualization of a woman's self-potential. Women in this digital economic era are required to be able to have convergent roles. Competence abilities and upgraded mindsets will bring women into a bridge to women who play a convergent role. Role convergence is a gradual process in improving the quality and potential of women so they can compete and be productive in the digital economy era. Apart from that, women must also transform into "Kartini" in the digital economy era who not only inspire but more than that, become women who have innovative ideas, so that they can interpret and realize the strategic role of millennial women in the digital economy era.

Millennial women are taking part in developing or increasing creativity and innovation in the field of entrepreneurship in the digital economy era. Women's emancipation does not only discuss political problems. But also in terms of improving the nation's economy. Many millennial women have been born with an open mindset who have honed their skills to have the courage to be persistent in supporting the economy of their families and the surrounding community, and have the courage to start digital-based businesses. The digital-based economy is considered very effective in helping millennial women start their businesses. Millennial women have succeeded in becoming productive women, creating new jobs, helping the government in reducing the unemployment rate, making a positive contribution to poverty alleviation, and contributing to the prosperity of society.

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

Based on the results and discussions that have been presented, a conclusion was reached regarding the analysis of the strategic role of millennial women in the digital economy era in MSMEs, that through the important and strategic role of women in the digital era, they can improve the economy which will ultimately make a big contribution to the country's economy. Apart from that, the role of women in the digital economic era has a big impact on the welfare of society, opening up job opportunities and minimizing poverty rates in a country.

From the results of the research conducted, business actors found their businesses based on their own initiative and encouragement from their families and were motivated by the desire to earn their own income and help the family's economy. Produce quality products that can compete in the market. Marketing carried out by several MSMEs is also digital based in addition to direct marketing. MSME players get easy marketing through digital, especially in promoting products and increasing relationships. MSME income and profits can meet personal, family and employee needs. The use of digital media in MSMEs has a huge impact, starting from the production and distribution process to consumers.

Some MSME actors already know and some still have limited understanding about gender. Men and women have the same opportunities and opportunities in entrepreneurship. Respondents said that there are no norms/rules that prohibit women from working or being entrepreneurs, it's just that when they start a family there must be an agreement between husband and wife. MSMEs managed by millennial women have received permission and support from their husbands to run their businesses. They have also opened up employment opportunities for the local community so that this can reduce and prevent unemployment and

can smooth the flow of the economy. MSMEs managed by women can also build good relationships with other MSMEs so that good relationships can be created in working together.

Business actors are starting to aggressively innovate both in terms of the products produced and the marketing process. In terms of the benefits of the digital economy, MSME players have felt the benefits of the digital economy, especially in the marketing process. The profits obtained from social media activities really support business development. Regarding regulations, the government really supports the efforts made by the community, especially female entrepreneurs, such as making it easier to obtain business permits.

This research was carried out in spite of limitations that could reduce the quality of the research data. The limitation of this research is that this research only emphasizes gender equality from the perspective of millennial women. Respondents or informants in this research were only limited to 5 MSME actors. And, the unit of analysis in this research is only limited to the MSME sector managed by millennial women.

b. Suggestions

As for suggestions for researchers/academics, namely, further researchers should not only focus on women as a unit of analysis but can also expand the unit of analysis on men to serve as research comparison material. Future researchers can expand the object of research by expanding the scope of MSMEs so that the results are maximized and can be generalized, and can consider respondents not only in the field of MSMEs managed by millennial women, but can also expand research in other fields that are active in the use of digital technology as a support for economic activities, such as the workforce of private or public companies, agriculture, fisheries, and others.

For the government, to support MSME players, it must establish separate policies for women business actors. For example, providing the widest possible space for women in terms of ease of setting up a business and assistance in obtaining initial capital to start a business. Because the difficulty for business actors to start their business lies in the initial capital. Then, the government can also facilitate business actors or prospective business actors so that they are more motivated to start and develop their businesses.

MSME owners must further improve their knowledge of the digital economy so that later they can compete and be resistant to other MSME players. MSMEs must place special employees to manage their MSME social media. For other MSMEs, to develop their business they must start to enter the digital economy by utilizing social media. And, for millennial women, it is time to get out of the comfort zone to become innovative and independent women who are able to see existing job and business opportunities.

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