

# Analysis of Women Traders' Approaches to Resilience During the Outbreaks of Covid 19

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**Abstract.** Gender disparities still exist in the business world, yet things are slowly starting to change. Other than that, women have historically faced greater obstacles than men when it comes to achieving success in the business world. Women are becoming leaders in industries and achieving top positions in companies. This paper describes the result of need analysis of women's capacity development strategy among the actors of the community-based creative economy in tourism business. This qualitative approach used observation, interviews with focused group discussion activities, and document analysis as a method to collect data. It was carried out involving 25 women creative economy actors as informants. Business pattern dynamization emerged as one of the strategies to cope with socio-economic issues due to the pandemic, which was done by developing businesses in an agricultural field, fulfilling household needs, online ready-made garments, and opening a business at the beach. The community serves as a social capital that helps creative economy actors in this study overcome hindrances, such as high-interest loans, price war, and unhealthy competition. Hence, these women embody the qualities of resilience, determination, and grit. They prove that with hard work and dedication, anything is possible.

**Key words:** capability, community, creative economy, learning strategy, woman

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## INTRODUCTION

Studies on the social impacts of natural disasters, climate change, pandemics, and other socioeconomic crises put women and children as the most vulnerable groups (Akhmadi, A., Rahmitha, R., & Wahyu, 2012). Historical consequences of previous pandemic breakouts while correcting the real-time parameters of COVID-19. It is necessary to develop a four-part economic strategy: Accept economic losses, safeguard health, assist those who have experienced a sudden loss of income by expanding current security network programs, and protect producing capacity and employ ecological production capacity to the fullest extent possible as soon as the virus has subsided (Marron, 2020). Natural phenomena leading to various social issues, including the Covid-19 pandemic, have affected households' financial conditions. The study conducted by UNDP Indonesia, in collaboration with UNICEF, Australian-Indonesia Partnership for Economic Development (Prospera and The Smeru Research Institute, supported by Indonesia Statistics), involving twelve thousand families in 34 provinces reports that 50% of the respondents suffered from financial distress. Limited jobs due to Governments' Large-Scale Social Restriction policy significantly reduce their income while the price of their needs tends to increase (UNDP, 2021).

Whereas in gender study phenomena, it can be

seen that the phenomenon of working women is actually not something new in society. However, since humankind has been looking for a living by hunting and gathering, a woman who has the role of a wife has been asked to work (Fakhrudin et.al. 2019). Then the change from an agrarian society to an industrial society, the involvement of women was very large. Until in farming and livestock communities, almost all of them are women. This shows that working women are not a new phenomenon but have been around since time immemorial. The development of the role of women in various parts of the world shows that women's participation in the family, society and country is no less important than men. Not only in reproductive and domestic activities, women are also able to carry out public deposit activities that can increase family income. Gender perspective showed the importance in studies like understanding risk perception and indicated that gender has a major role in risk perception (Chisty, Rahman, Khan, Erena, & Dola, 2022). In fact, Indonesia, there are no women who are truly unemployed, usually women have jobs to fulfill household needs, starting from managing fields, selling clothes, opening stalls and so on. Although most Indonesian people still think that women with jobs in the informal sector mentioned in the previous statement belong to the category of working women. This is because working women are still identical with women

who have activities in the office. Meanwhile, wherever, and whenever a woman works, her work should still be appreciated. So, it is not only measured by the size of the salary or working time. However, it will be different when compared to the phenomenon of women working in developed countries. This difference can be seen from the concept in looking at working women. The concept of working according to developed countries is the result of the influence of the ideology of capitalism which assumes that a person works if he meets certain criteria. For example, there is a definite income and number of hours worked.

Meanwhile, most of the women in Indonesia, as mentioned earlier, do not have a fixed income so that they are not limited in time, even if they can only be done to the extent of their capacity. In Indonesia, the real condition of women traders' especially in Beach Tourism need a more consideration. Since the pandemic covid 19, they do not have any prosper job. On the other hand, women currently also have a role to be able to help the family's economy and even become the backbone of the family. So that the Covid 19 pandemic has had a very extraordinary impact, especially in the trade sector at tourist attractions. In a tourism industry that has traditionally been dominated by outside influences (Dolezal, C., & Novelli, 2022).

Over the last decade, the World Tourism Organization has launched tourism campaigns as well as sustainable tourism/poverty-eradication programs as tools to improve the economic well-being of marginalized communities (Khalid, S., Ahmad, M. S., Ramayah, T., Hwang, J., & Kim, 2019). Leadership, innovation, collaboration, and good village governance all play a role in the success of these four approaches of tourism (Purnomo, S., Rahayu, E. S., RIANI, A. L., SUMINAH, S., & Udin, 2020). Tourism participation helps to mediate the relationship between psychological and political empowerment and long-term tourism development. Nonetheless, it fully mediates the relationship between social empowerment and the development of sustainable tourism. Several implications of the findings are discussed for policymakers, tourism planners, and tourism scholars (Elshaer, I., Moustafa, M., Sobaih, A. E., Aliedan, M., & Azazz, 2021). The positive and convergent role of empowerment of local stakeholders in perceived environmental impacts, that is, the proper application of the dimensions of empowerment of local tourism stakeholders provides the grounds for the participation of local tourism stakeholders in the process of sustainable development of tourism (Shafieisabet, N., & Haratifard, 2020).

A study suggests that women and children are

vulnerable to climate change due to their dependence on the environment and natural resources (Fatimah, D., Zubaedah, A., & Ramdlaningrum, 2018). Furthermore, the study found that, in terms of gender, women play a central role and are responsible for ensuring foods are available for the family members, implying their equally important role to men. Gender equality belongs to fundamental human rights and creates a foundation for a peaceful, prosperous, and sustainable world. Gender has a significant impact on people's perceptions of climate change and their ability to adapt to it. Gender inequalities in mitigation and adaptation are a priority in global climate change policy. Women are caring and attached to the environment, women are a homogeneous and vulnerable group, gender equality is a women's concern, and gender equality is a numbers game, to name a few obstacles (Lau, J. D., Kleiber, D., Lawless, S., & Cohen, 2021).

### **Women Roles on Pandemic**

Women's decision to enter the world of work is generally affected by several factors, such as the urge to meet family needs and develop skills, among others. Despite the reasons, the working world is always challenging, let alone during the covid-19 pandemic. The pandemic's influence on women's employment, participation in the labor force, incomes, unpaid care work, and experiences of gendered violence Addressing gender-based labor market segregation and discrimination; building access to mutually beneficial flexibility; ensuring a more gender-equitable distribution of unpaid care; confronting gender-based violence at work and beyond; and mobilizing union action through gender equality bargaining are five key areas where the action is urgently required to create a more equitable post-pandemic recovery (Foley, M., & Cooper, 2021). Entrepreneurship has long been seen as an alternative to improve women's life quality. Its synergy with education and social intervention (e.g., financial assistance and mentoring programs involving successful entrepreneurs, etc.) is a part of strategies in developing women's capability as creative economy actors (Purnamawati, I. G. A., Yudiantara, I. G. A. P., & Sulindawati, 2019).

Women's empowerment has become a crucial component of sustainable tourism development in tourist destinations (Abou-Shouk, Mannaa, & Elbaz, 2021). Recognizing that tourism, particularly in growing economies provides a unique context within which empowerment may occur (Aghazamani, Kerstetter, & Allison, 2020). The positive influence of tourism knowledge on political action was partially mediated by social and political empowerment (Joo,

D., Woosnam, K. M., Strzelecka, M., & Boley, 2020). The empowerment of local communities as a criterion of sustainability (Schmidt, J., & Uriely, 2019) Despite the fact that empowerment is a frequently mentioned keyword in resident attitude studies, the concept's relationship network is rather hazy (Aleshinloye, K. D., Woosnam, K. M., Tasci, A. D., & Ramkissoo, 2022). Women can be agents of change capable of better responding to environmental change through their active involvement in men's roles during difficult times. Women can also serve as decision-makers and community leaders who encourage the integration of women's perspectives into climate change-related policies. The importance of gender perspectives has been globally recognized through the Hyogo Framework of Action, a framework resulting from the World Conference on the Disaster Reduction States organized by the UN in 2005. The agreement states that "a gender perspective should be integrated into all disaster risk management policies, plans and decision-making processes, including those related to risk assessment, early warning, information management, and education and training." Through this agreement, the UN demands governments and policy makers around the world to integrate gender issues and human safety into their climate change policies. Women sometimes are viewed differently, preventing them from taking a job, being autonomous, or even having a business. On the other hand, they are often viewed as a figure whose domestic responsibility is more important than their own preferences. This view stems from cultural construction that places women on the domestic scope. Consequently, young women within the environment upholding this cultural view often suffer from education job inequalities. The contribution of international tourism development to empower women is the key initiative of the developed world to provide an equal opportunity to the women to sustain their livelihoods (Abdelmohsen A. Nasani, Abdullah Mohammed Aldakhil, Muhammad Moinuddin Qazi Abro, Talat Islam, Khalid Zaman, 2019).

Due to the pandemic, women are at risk of various problems such as dual roles, unemployment, and even gender-based violence. A survey on Covid-19 impact on gender and Indonesia's sustainable development goal conducted by the Ministry of Women Empowerment and Child Protection in 2020 report at least four gender equality issues. First, while most Indonesian women heavily rely on family business, 82% of them reported a decreased income during the pandemic. Although 80% of participants also reported lower income, they still benefit from income sources. Second, since the pandemic stroke, 36% of

female informal workers had been obliged to reduce their paid working hours, whereas only 30% of men were obliged to do so. Third, social restriction policies forced 69% of women and 61% of men to spend more time working on domestic tasks. The result showed that women are the ones who should take the heavy damage, as 61% of them also spend more time raising children, and only 48% of men did the similar. Lastly, during the pandemic, gender-based community development has resulted in a greater impact on women related development policies.

The pandemic also leads to changes in national and global policies, making it no longer partial to either men or women. Many women in Indonesia and worldwide work in vulnerable sectors, such as retail, hospitality, or garment industries. During the pandemic, they suffer from job loss and significant working hours reduction. More informal female workers even face more difficulties due to limited access to social assistance. The 2020 census reports that 70.72% of the Indonesian population was in the productive age, which equals more than 190 million people. There is an increasing trend in which women develop their identity as a contributor of family defense and creative, innovative part of the digitally literate community. Traditional, cultural, and political hindrances that limit women's role in any sector should be eliminated. The social system of every country around the world places women in different structural roles and functions.

UNICEF's statement does not come without data. In Indonesia, small and medium-scale female business owners are the evidence of women's pivotal roles in the country's economic development. Indonesian Ministry of Women Empowerment and Child Protection reports that in 2014-2018, 99.99% of 64 million micro, small, and medium-scale businesses in Indonesia were managed by women. These businesses play pivotal roles in supporting the state's economy during the covid-19 pandemic (KPPA, 2021). In the domestic context, women also serve as a mother, one of the pillars of post-pandemic social and economic recovery (Pambudy, N, 2021). In other words, women should receive equal support through opportunities, funding, and skill development to make them contribute more optimally to the socio-economic recovery. Women's role in family defense has been long recognized. Several strategies to improve female entrepreneurs' creativity and IT skills include the strengthening of network and innovation, financial literacy, and access to funding. A community-based institution that accommodates creative economy actors' interests, including cooperatives, should be viewed to realize women's economic strength. There are currently 11.458 women coop-

eratives in Indonesia.

### Social Change in Community

Community-based organizations aiming at developing women's economy begin to harvest the fruit of their efforts recently as its membership keeps growing, and events to improve the members' unity, business skill, and awareness increasingly gain more attention. This social group allows entrepreneurs to build their network, care for each other, and prevent negative phenomena such as a high-interest loan.

The social construction that put women below men is no longer relevant amid the rapid-changing society and various social phenomena such as climate change, disaster, and the Covid-19 pandemic. In Indonesia, female small and medium-scale business owners are the evidence of women's pivotal roles in the country's economic development. Ministry of Women Empowerment and Child Protection reports that in 2014-2018, 99.99% of 64 million micro, small, and medium-scale businesses in Indonesia were managed by women. These businesses play pivotal roles in supporting the state's economy during the covid-19 pandemic (KPPA, 2021). Rapid technological advancement has seized women's existence amid society. Women are no longer viewed as merely domestic work-related citizens. Available data and studies clearly show that women have a huge opportunity in the political, social, economic fields, both at national and international levels.

The term 'creative economy actors' can be defined as an individual or a group of Indonesian citizens or legal entities who are engaged in creative economic activities. There are 14 sectors included in creative industry categories, namely advertising services, architecture, art market, crafts, design, fashion, video, film and photography, interactive games, music, performing arts, publishing and printing, computer and software services, television and radio, and research and development (Rahayu, I. S., Karana, I. ., Hardiansyah, M. A., Dewi, D. H., & Elihami, 2021). Women participating in this economic activity stand an equal chance to men. Today's community has been familiar with various digital applications, such as digital maps, social media, newsletters, business, music, games, etc.

These digital applications are designed to assist their users' daily activities. Thus, it is unsurprising that digital application and game development sub-sector has huge potential. Significant gadget use in creative economy sectors also requires a high entrepreneurship spirit. Regarding the development of beach tourism, women as influential parties should be actively and holistically involved in the village tourism development. Creative economy represents

an ecosystem containing interplays between creative value chain, development environment, market, and archiving. The creative economy goes beyond creating economic value-added by making social, cultural, and environmental value-added. In this context, entrepreneurs should be seen as exemplary figures in business sectors.

Various crises occur during the Covid-19 pandemic, including the economic crisis, distrust in government's performance, failure in adhering to the government policy, mental and moral crises, among others. Meanwhile, women's active role in empowering their community's economy is known to increase their family income. Creative economy actors generally exhibit higher resistance in facing pandemics. They even can obtain financial benefits from their technology mastery. Having technological awareness is pivotal, as it can improve one's skill to develop a creative economy. In this regard, the government should facilitate and intensify the development of the technology-based creative economy. Women can increase their income through creative economic skills (Irwan, 2021).

Regardless of the evidence of women's central roles, some people still believe that women should focus on domestic work, as female full-time workers are culturally less acceptable. Women are considered more capable of performing domestic tasks than men. This is indicated by the responses to the Advancing Women in Entrepreneurship survey in 2020, in which 52% of women agree that they can have a full-time job, while only 41% of men agreed with the statement. Raising children is still viewed as a women's responsibility. However, only 60% of participants share this view, fewer than those in 2017 (80%). Male participants also exhibit an improvement, in which they begin to realize that they also bear parenting responsibilities.

The inequality is clearly seen in response to domestic tasks. 67% of female respondents report that they bear the main domestic responsibility, and only 24% of male respondents view it as their responsibility. Women are reported to spend 3.1 hours per day doing domestic work, whereas men only spend 2.5 hours, showing a 24% difference. Gender equality in the Indonesian entrepreneurship sector is the highest in the Asia Pacific region, as reported by Global Entrepreneurship Monitor (2019). The report shows that the intergender entrepreneurship activities score in Indonesia was 1.01, higher than the previous year's score of 0.69. Gender equality in Indonesian entrepreneurship was the highest in Asia Pacific Region and the second highest among forty-eight countries participating in the survey. The number of female entrepreneurs covers 14.1% of the total adult

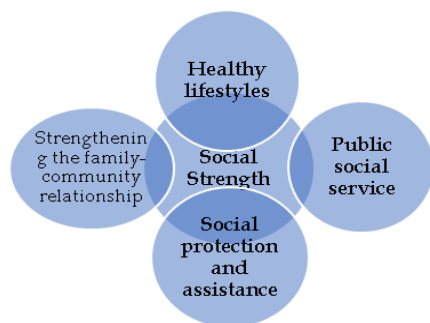
female population in the country. Meanwhile, the number of male entrepreneurs covers 14% of the total adult male population.

A significant increase in gadget use can likely be accounted for by its applications. The term creative economy actors can be defined as individuals or groups of Indonesian citizens or legal entities engaged in creative economic activities. Women participating in this economic activity stand an equal chance to men. Today's community has been familiar with various digital applications, such as digital maps, social media, newsletters, business, music, games, etc.

Along with the rapid growth of the tourism sector in recent years, it is necessary to encourage female entrepreneurs to continue to deliver innovations and protect them from stigma and stereotypes in order to strengthen their capability as creative economy actors. Linking women's condition when entering the working world to cultural hindrances and their potential can possibly resolve the complex problems caused by the pandemic and economic vulnerability (Utami, W. K., & Prafitri, 2021). By involving experts, entities, and communities, women empowerment may serve as the government's structured social intervention to rise amid the pandemic. Resource development programs, impact measures, and funding assistance should be optimized to revive the socio-economic conditions after the pandemic.

### Learning strategies environments

The following figure 1 presents a scenario in which social strength serves as the primary requirement the community should develop together with central and regional governments as the facilitator. The figure describes the synergy among creative economy actors in building their network while adhering to the agreed rules, healthy lifestyle, intensively building relations within the family, and participating in social intervention made by the government and other external parties.



**Figure 1.** Social Defense of Indonesian Community Affected by Climate Changes and Pandemic

Community-based organizations aiming at developing women's economy begin to harvest the fruit of their efforts recently as its membership keeps growing, and events to improve the members' unity, business skill, and awareness increasingly gain more attention. The social strength of female stakeholders in community becomes more obvious during this difficult time. Their efforts in facing changes, including natural challenges and competition, among others, develop a network that supports their creative economic activities. Hence, the question on this research is how to analyze the capability of women traders during the pandemic? However, this research can help to develop the learning strategies in improving capability for developing their business.

## METHOD

### General Background

This research is qualitative research with phenomenological method. This study was conducted to explore strategies for developing the capabilities of women creative economy entrepreneurs during the covid-19 pandemic.

### Participants

The research subjects were 25 shop owners who were members of the community. Owners of stalls of various types such as culinary, souvenirs, tent rental services, mats or toilet services. Purposive sampling was used to choose research subjects based on the criteria required to reveal the data. The chosen criteria include traders on the coast, being affected by the covid-19 pandemic, and being willing to provide information sources. Furthermore, to protect the subjects' privacy, the names of these subjects are mentioned by initials. Informants in this study were determined by considering the non-probability sampling technique (Sugiyono, 2015), namely selecting informants who have experience in socio-economic organizations in the community as well as being creative economic actors and members of the association. The selection of the informants was done to make it easier to conduct interviews using focus group discussion techniques.

The characteristics of the informants are described in table 1.

**Table 1.** Detail Subject Participant

Name (Initial)	Job	Age	Name (Initial)	Job	Age
TA	Culinary	40	SI	Culinary	34
IA	Souvenir	56	FA	Souvenir	25
IS	Souvenir	34	MT	Souvenir	44
MA	Culinary	50	BA	Culinary	37
NA	Culinary	30	IU	Culinary	26
JA	Tend	27	OP	Tend	39
PT	Culinary	44	QA	Culinary	52
MU	Tend	51	AR	Souvenir	40
TI	Culinary	34	YA	Cleaning Service	36
IA	Tend	36	UU	Shop Market	44
TT	Culinary	44	BI	Culinary	40
MO	Tend	33	PA	Shop Market	38
YY	Shop Market	40			

**Instruments and Procedures**

The data on the community's business activities and program, which help to find female entrepreneurs' capabilities, collected through observations, documentation, and interviews with focus group discussion technique. The focus group discussion was conducted with female entrepreneurs to see their perspectives, which are interpreted and presented narratively. Initially with some question about strengths, weaknesses, opportunities and challenges that arranged as a interview guide. The questions are a development of the question of how traders can survive during the Covid 19 outbreak and what strategies are being implemented to deal with these conditions. This interview with focus group discussion activities held until 6 hours to discuss some topic related with interview guidelines. The data recorded on small recorder before continued to be analyzed. Being participant when some activities that related with business being as observation. Followed by analyzed some photos that related with female activities on their business. Observations were made by making observations along the coast to see the activities of traders who were running their businesses. Observational data is used to determine the type of business being run and the behavior of traders in surviving during Covid 19. Then data from interviews, observations and documents from village reports were analyzed using the triangulation method to confirm the data validity. The obtained data were analyzed inductively by associating one aspect with others to obtain a holistic understanding

(W.Creswell, 2014).

**Data Analysis Technique**

There are several stages that must be passed when conducting research using a phenomenological approach, namely bracketing, intuiting, analyzing, and describing. Bracketing is the process of identifying and retaining any previously formed beliefs and opinions that may exist and regarding the phenomenon or phenomenon being studied. Intuition is the process that occurs when researchers are open to the meaning associated with a phenomenon by those who have experienced it, resulting in a general understanding of the phenomenon being studied. Analyzing is a process that involves other processes that include coding, categorizing, and understanding the meaning of the phenomenon. Describing "At this stage, the researcher understands, understands, and defines the phenomenon that he wants to research or study. The goal is to communicate and offer a distinction, or critical description in written or verbal form.

**Findings**

The popularity of village tourism, as a possibility to spend the vacation, has increased in Indonesia (Putra, 2019). This study involved female creative economy actors in a community. Interviews with the head of the Tourism Awareness Community revealed that only village natives are allowed to run their business village's tourist destination and should adhere to the agreed community obligation. A similar statement also comes from the leader. All economic actors in this community hold equal rights to make a living by being a seller and are obliged to support the community's common goal, vision, and spirit. During the structured interview and FGD, almost all informants stated that the common goal of this community is to actively develop beaches and other village tourist destinations by maintaining their hygiene, beauty, and hospitality. Failure in adhering to that principle can put them at risk of being expelled from the community, thus losing their rights to make a living from the village's tourist destination. As one Pokdarwis member said:

*While selling on the beach, we try to maintain cleanliness because health is the main thing for us, so that the buyer becomes comfortable.*

*(Interview, 3 June)*

Demographic data of the informants were also collected, including personal identity, business types, length of running the business, and marital status. Out of 25 female economy actors in this study, 97% of them were already married and had 2-3 children. Most of them were senior high school

graduates (77%), while the other 23% were junior high school graduates. Parents were reported to significantly influence their business at this beach. Beach is visited by many tourists every day, and the number of visitors usually multiplies during weekends. The stakeholders adjust to this condition by working outside the beach during weekdays. 15 out of 25 informants in this study stated that they have other sources of living, such as farming and opening grocery stores at their house, while the other informants are housewives.

Female creative economy actors in this study are in productive age, suitable for types of businesses in beach. Some business types in this beach require mobility, creativity, and skills to seize the business opportunities without ignoring socio-cultural values. Selling a variety of souvenirs, clothes, beverages, snacks, and foods. The culinary booth looks more closed and wider, offering various menus to the visitors. There is a diner that is approximately ten times the size of a regular booth. This kind of diner is usually owned by the local government apparatuses. This is not seen as a problem, considering that they have their own target market. While the food booth is located far from the shore. The open shelters are equipped with beach mats and umbrellas for visitors to rent. When visitors come to the shelter, hawkers approach them and offer beach mats, fresh drinks, and other products to the visitors. In addition to offering beach mat rental and beverages, these sellers approach visitors and offer snacks, souvenirs, and other products. Creative economy actors in beach also provide washrooms and bathrooms for visitors.

Female creative economy actors in this study politely offer their product, adhering to the village government's regulation and community leader. In this regard, some stallholders and hawkers stated:

*Anyone working on this beach should follow the agreement between community group tourism and local community, or they will be warned, fined, or even lose the right to make a living from this beach. We are obliged to maintain hygiene, especially in the food booth. Most importantly, we are also forbidden to set a high price for visitors. (Interview, 3 June).*

Although the beach is open every day, it usually reaches its peak during weekends. Therefore, most female creative economy actors work at this beach only during the weekend.

*During the pandemic, this beach is only closed for three months. After that, tourists began to visit again. My diner is built on my parents' land. My friends helped me clear the land and build this diner, offering facilities for gathering, special menus, and shelter near the shore. Every year, there are at least four visits from 100 people of Karate group from*

*Solo, who stay for one night). (Interview, 12 June).*

These female creative economy actors work in other sectors during weekdays, such as opening grocery stores at home, working in the field, or selling cosmetic products online. Some of them also work at a business with higher income or assist visitors who need lodging and foodservice. They also participate in self-development programs organized by the village government, university, or other institutions.

*We usually join skill development programs, especially those relevant to village tourism, skills related to my hobby or business. We frequently receive offers to join such a program. For me, such a program helps me broaden my knowledge and improve my business). (Interview, 12 June).*

Self-development programs are usually held during the weekdays because the beach has its visitor peak during the weekend. as their social capital, emphasizes the principle that service is a part of religious observance. Thus, they internalize the values of hygiene, beauty, and quality service when serving the visitors. They plays a role in services and development, and the government trusts group to develop a sustainable business. Every business actor at *actor at Beach* should be registered. Both stallholders and hawkers in this tourism destination are monitored by group. It is necessary to pay attention to the existence of the role of woman in tourism (Suryawati, D. A., Dewi, S. P. A. A. P., Osin, R. F., & Anggayana, 2021). Dominant accounts of tourism entrepreneurship position successful entrepreneurial performance as masculine and economically informed; undervaluing gendered difference in approaches to entrepreneurship (Figueroa-Domecq, de Jong, & Williams, 2020).

The majority of business types in this beach was food booth. However, this is the most complex business to manage, including waste management, menus, price, marketing method, and creativity. Therefore, local community plays a central role in preventing unhealthy competition among sellers. Since this business type dominates, some food stallholders find it difficult to compete.

*The most challenging competition is on culinary sector, as this business type dominate more than 80% of the total business in this beach. Consequently, the menu, price, and marketing method should be discussed and agreed during the seller gathering) (Interview, 3 June).*

The covid-19 pandemic has hampered the businesses run by women on the beach along the coast. The strategies carried out by women traders to increase business capabilities include:

1. Business Diversification

Business diversification is an option for some

women on the coast as long as they maintain their business. The business they are doing is to return to the agricultural sector. For those who have rice fields or fields, they work on their own fields and fields. Opening a grocery store. Meanwhile, those who do not own rice fields/fields work as laborers for people who own agricultural land at the time of harvesting or planting.

#### 2. Online sales

Online sales are a strategy so that the goods or services offered can continue to sell. Online, for example, by marketing NASA products (items needed by women such as beauty products, natural clothes and so on. She also uses WhatsApp, Instagram and Facebook in rural areas. For women owners of these stalls, any business becomes a strategy they do

#### 3. Sales to other locations

Carrying out economic business as women traders do, not only on the Panjang beach but also selling their wares to be marketed around to other coastal tourist locations adjacent to the Panjang beach.

#### 4. Attend training

These women, in the lapse of time, are used to attend various trainings. Several trainings were attended such as: food processing training, online sales training, business management training, organizational management because these women traders are members of the association, which is an institution that unites socially, economically and work culture

### Discussion

Covid-19 pandemic phenomena that has globally affected and changed the community. It, on the other hand, is unique, and the tourism industry will take longer to recover than the average 10-month recovery period. To ensure capacity building and operational sustainability of the travel tourism sector throughout 2020–2021, private and public policy support must be integrated. COVID-19 demonstrates that pandemic outbreaks have a far more negative impact on the travel and tourism business than prior research suggests. To deal with the situation, tourism managers must thoroughly examine the effects of epidemics on their businesses and adopt new risk management strategies. Furthermore, between 2020 and 2021, private and public policy assistance for the tourism and travel sector must be coordinated to maintain pre-COVID-19 operational levels (Škare, M., Soriano, D. R., & Porada-Rochoń, 2021). The pandemic constitutes a sui generis contingency factor that had not yet been concretely taken into consideration in the research field of the relationship between gender diversity and resilience (Cavallini, I., Iacoviello, G., & Ricci, 2022). Because of the Covid-19 outbreak, many people have lost their jobs,

and they are looking for ways to increase per capita income, beginning with the role of women in generating daily cash for their families through daily labor. There are women because economic prosperity and family well-being are dependent on women's empowerment. It's important to remember that cultural and policy advancements can help women advance in their careers and attain gender equality (Feeney, M. K., & Stritch, 2019). The impact of the COVID-19 outbreak indicates women's duty and ability to boost the household economy. Women, on the other hand, accept more labor than men as a result of this (Ferdian, 2021). From the previously research, covid-19 has brought on, it is imperative for governments of African countries to provide an enabling environment for financial inclusion (especially of women) to thrive, as it can play an important role in mitigating the socio-economic impact of the shock, as well as contributing to an inclusive recovery process (Sakya-nyarko et al., 2022).

In this regard, strengthening female creative economy actors in *Sepanjang* beach is highly necessary, considering they require more energy, dynamic thought, and creativity to compete with other beach tourism in the district. This condition poses both challenges and opportunities to make innovation and creativity deliver a healthy competition while developing common interests. Some people still believe that women should focus on domestic work, as female full-time workers are culturally less acceptable. This study proved that women played strategic roles in developing their family's economy. As a previously research result showed that female entrepreneurs with high self-efficacy reported significantly lower levels of entrepreneurial intentions than those with low self-efficacy (Olakitan, O. O., Kayode, A. E., Olufunke, K. A., Moradeyo, A. T., & Victoria, 2021)

Studies have documented that woman can play mitigating and adaptive roles amid the issues of climate changes, pandemics, and difficult conditions. This is due to their experience, instinct, and knowledge of local wisdom in preserving nature. Women empowerment through ecotourism potentials allow them to learn to improve their life quality to be more prepared in facing any challenge (Karwati, L., Ansori, A., & Mulyono, 2018). Women empowerment programs that utilize the surrounding natural resources are important in developing their competitiveness. However, despite their strategic role in utilizing nature potentials (Sujarwo, S., Kusumawardani, E., Tristanti, T., & Santi, 2021). Women in tourism sectors still face various difficulties, such as limited funding, access to information, and limited knowledge and skills in managing local



potentials (Sujarwo, S., Trisanti, T., & Kusumawardani, 2022). Relying solely on group programs is insufficient, the community involvement is hence necessary to provide social support, human resources, economic and technological support to deliver a synergistic development (Suharta, R. B., Kusumawardani, E., & Hermawan, 2021). Some hindrances faced by women when entering the world of work, as reported by UNICEF in 2020, include bullying, which adversely affects their mental strength and makes them afraid to rise after a failure. The importance of community development is supported by the study conducted by (Fathurahman, H., & Huseini, 2018), who suggest that to move from the band of lower-middle-income countries, Indonesia needs to develop a community-based sustainable economic development that puts emphasis on productivity, creativity, and innovation of value-added. This study found that creative economy actors in this study share a similar understanding of providing creativity, patience, and quality service to visitors who want to escape the city crowd. From initial design to completion, this creative economic activity is concerned with the creation, manufacture, and distribution of things made and worked on by artisans. This creative economy activity, in general, might bring a wide range of advantages. Reduce the unemployment rate first, and then poverty levels. While specifically able to give job possibilities for the local community (Kanca, I. N., Ginaya, G., & Sri Astuti, 2020)

One area of the economy that leverages ideas and knowledge of the concept of creativity from humans as the major production element is the creative economy, according to Luckman. Human ideas that are new, original, and innovative are the foundation of the creative economy. This economic sector can advance and expand with the help of creative industries. Human resources are valued for their creativity, ideas, and knowledge in this economic notion (Fazlagić, J., & Skikiewicz, 2019)(Brouillette, 2020). The creative economic development strategy applied by female creative economy actors in this study does not solely focus on financial profit. It must be recognized that attempts to drive the creative economy sector forward necessitate collaboration and synergy from all stakeholders involved. One of these is through a national creative meeting that brings together industry players and the creative economy to think, brainstorm, share experiences, showcase work, and demonstrate innovation for the sector's progress (Hussein, A. S., Rosita, N. H., & Ayuni, 2019). An integrated effort is necessary to develop a creative economy, starting from price standardization, eliminating unfair competition, and

promoting positive business competition (Purnamawati, I. G. A., Yudiantara, I. G. A. P., & Sulindawati, 2019).

In general, the development of female creative economy actors can be done in individual, group, and institutional manner. Assuming that women are a vulnerable entity, social intervention could be the best choice in developing a creative economy. As a result, women with strong psychological and emotional features are more likely to be socially conscious and concerned about others' well-being, making them better leaders than men (Cicchello, A. F., Fellegara, A. M., Kazemikhasragh, A., & Monferrà, 2021). Women are apprehensive of following their objectives in certain fields due to their lack of reliance on externally controlled factors, and the public does not trust them when they assume responsibility for certain situations (Ottsen, 2019). From conceptual perspectives, creative individuals with sufficient IT skills stand a broader opportunity to grow compared to those lacking IT skills. (Irwan, 2021) study proves that IT-based creative economic skills can increase women's income.

Several interesting findings from sociologists during that event appear to be helpful for the government to face the various socioeconomic impact of the prolonged pandemic. Adaptation is the key to coping with the socioeconomic changes due to climate changes, disasters, and pandemics. Adaptation has been known to be relevant to individuals who rely on the community organization system. One of the challenges in developing social cohesion in the society lies in different vulnerabilities among its community, potentially affecting the people's adherence. Several recommendations from the webinar organized by the Faculty of Social and Political Science in 2020 are presented as follows: It is necessary to strengthen the social aid distribution system to improve its accuracy. It is also necessary to monitor the social aid use (e.g., the most needed goods, lifetime, etc.). It is recommended to open the community economic activities with strict monitoring of the health protocol.

It is necessary to make social interventions from the government, individuals, or social institutions for developing female creative economy actors in this study. Education stakeholders need to invest in building capacity (Molise, H., & Dube, 2020). Given the effects of the COVID-19 epidemic over the past year, it will be fascinating to see how declarative statements like this have fared in terms of operational effectiveness. More importantly, the question of CI's post-pandemic contribution to sustainable development arises, as does the question of whether a list of concepts like "entrepreneurship," "innova-

tion," and "decent work," as well as structural economic properties like "micro, small, and medium-sized enterprises," is sufficient to marshal the realities of our sector (Harper, 2021). Proper implementation of economic development strategies for creative economy actors in Beach can potentially improve the social strength of individuals, families, and the community. In addition to the program integration, adaptation also plays a pivotal role in coping with adversity due to the pandemic.

The community could be beneficial for creative economy actors as it provides not only funding facilities but also promotes women's self-development and existence as a part of society who are aware of beach tourism growth. A business organization does not only support entrepreneurs' self-development but also offers higher appreciation to female entrepreneurs through its local wisdom value cooperative and caring spirits. The group offers various advantages that can be used to improve women's roles in a community. Communication is the main key in the organization. The ease with which people can communicate will have a big beneficial influence. If this is truly accomplished, the economy will continue to prosper from the easy access effect's wider marketing process (Zheng, C., Wang, J., Guo, H., Lu, Z., Ma, Y., Zhu, Y. & National, 2020).

In addition to facilitating women's existence, leadership, and self-management, the organization facilitates a mutual learning process through a socio-cultural value system (Shofwan, et al, 2019). Group facilitates one of the functions of economic fulfillment through its economic activities such as arisan and savings and loans. However, group also demands its member to deliver optimal service in beach to the visitors through hospitality, cleanliness, and natural authenticity. Community Creative Economy as a Concept Economic development includes development and empowerment, with one of the goals being to improve the community's quality of life by utilizing resources available to them and emphasizing the notion of social involvement. Community development encompasses a wide range of activities. Education, technology, the economy, and so on are all aspects of society. Economic empowerment as a method for community development is critical, particularly in the middle and lower economic communities. Apart from the goal of community economic independence and an effort to distribute welfare, community empowerment through micro, small, and medium enterprises (MSMEs) is currently thought to be very productive to be applied in a group community (Chollisni, Dewi, & Utama, 2022). The group is responsible for monitoring and guiding local people's behavior. This role is pivotal since, as the tour-

ist visit increases, creative economy actors should adhere to the local cultural value system,

## CONCLUSION

The covid-19 pandemic has had a significant impact on the Beach business community. This is due to the existing policy, which includes the beach being closed and visitor restrictions. Through various strategies, these traders were eventually able to survive the covid-19 pandemic. Business diversification, online sales, sales to other locations, and training are examples of these strategies. Self-organization, a group within a community, serves as the strategic key to strengthening female creative economy actors' capability. Female creative economy actors involved in this study run their creative business at Beach during the weekend. During weekdays, they run other businesses such as opening grocery stores at home, working their farms, or doing online service business. Social choice emerges as a reason for female creative economy actors in this study to join the group. They also find it interesting to develop a positive relationship with other stakeholders. These stakeholders learn from each other share their knowledge and skills through a community.

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