

Building Competitive Advantage With Human Resource Transformation in Women's Small Entrepreneurs

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Abstract - This research focuses on enhancing the competitive advantage of small women entrepreneurs in Deli Serdang Regency by transforming human resources and leveraging technology. The study addresses issues such as inadequate human resource management, suboptimal technology use, and a lack of strategic planning, leading to limited competitiveness in product marketing. The research involves 58 female entrepreneurs in Deli Serdang Regency and utilizes descriptive qualitative methods, including surveys, interviews, and focus group discussions. Findings highlight the competitive edge of female entrepreneurs through effective use of social media for marketing and online ordering. The study underscores the potential of information technology to boost the performance of micro, small, and medium enterprises (MSMEs), emphasizing the importance of continuous learning, entrepreneurial spirit, and increased family income. Challenges like insufficient packaging and business legalization require serious attention. The research concludes that human resource transformation and digital adaptation are crucial for the success of women entrepreneurs in the region.

Keywords – Women entrepreneurs, human resource transformation, competitive advantage, innovative performance.

DOI: 10.18421/TEM132-73

<https://doi.org/10.18421/TEM132-73>

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Received: 04 January 2024.

Revised: 18 March 2024.

Accepted: 27 March 2024.

Published: 28 May 2024.

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1. Introduction

Women's small-scale entrepreneurship is expected to be one of the main factors in developing the regional economy. Based on the 2020-2024 Strategic Plan of the Ministry of Cooperatives and SMEs, it can be seen that micro, small, and medium enterprises (MSMEs) have a very important role in driving the wheels of the Indonesian economy. According to data processed by [1] the Ministry of Cooperatives and SMEs together with BPS, MSMEs have absorbed 97 percent of the workforce in Indonesia or 138.22 million people. The performance of female small entrepreneurs in the North Sumatra region is still low, as can be seen from the pre-survey to the research object in Deli Serdang, that only 10% of female small entrepreneurs are able to develop products according to consumer tastes and participate in the transfer of entrepreneurial knowledge and only 30% are able to provide fast service to customers. Rapid changes in the industrial revolution 5.0 require small women entrepreneurs to be able to face change, therefore universities as implementers of the Tri Dharma of Higher Education must be able to optimize women's small entrepreneurs through HR transformation so they are able to adapt to changes. Women small business actors must be open to change. Change plays an important role as a control system over the attitudes and behavior of women's small entrepreneurs through HR transformation. [2] HR transformation can create a more flexible mindset so that it can influence innovation performance for sustainable business, with a competitive advantage for small women entrepreneurs in facing various situations. Based on information provided by the Deli Serdang Central Statistics Agency in 2021, the population of Deli Serdang in 2022 will reach 1,953,986 people. This makes Deli Serdang the district with the largest population in North Sumatra Province.

For this reason, the Deli Serdang area, with its significant area and population, should be recognized as a center for MSMEs that provide optimal benefits to the community. In this context, entrepreneurship refers to individuals who have a high level of creativity and innovation, and have the ability to establish and develop their own business.

One of the factors that has driven Indonesia's economic growth is the active participation of women in the world of entrepreneurship. Today, women's interest in entrepreneurship continues to increase because they have better access to resources, available labor, advances in information technology, and more accessible technological equipment. The growth in the number of women involved in entrepreneurship is expected to reduce unemployment rates, create new jobs, and produce stronger economic growth overall. The role of women in the world of entrepreneurship can also have a positive impact in encouraging economic development in various regions in Indonesia, especially in the small and medium business sector. In the context of the importance of having competent and competitive entrepreneurs for the progress of the country, further research is needed on human resources, especially women who are entrepreneurs. Although there has been some research on entrepreneurship, more in-depth research on the characteristics of human resources that are suitable for becoming strong and competitive female entrepreneurs is very important. Carrying out a more in-depth analysis of women's entrepreneurship is a major factor in improving their abilities, especially in the university environment.

Micro businesses, as the smallest entities in the MSME sector, can be compared with huge potential that is currently untapped. This is due to the contribution of micro businesses in creating jobs for hundreds of thousands of women in Indonesia. The MSME sector has an important role as one of the main foundations of the country's economy, because it makes the most significant contribution in exploring the economic potential of business people. However, the performance of this sector was slightly shaken due to the COVID-19 pandemic that hit Indonesia. Based on the results of observations and interviews, there are several problems that are the focus of this research. First, there is a decline in the competitiveness of women entrepreneurs, which becomes clear in their declining performance due to the difficult economic situation caused by the COVID-19 pandemic. Second, there is a lack of experience in developing their business, including in terms of financial management, human resource management, digital marketing and production efficiency.

Third, lack of innovation capabilities, such as the ability to generate new ideas, take risks, and explore new ideas. Fourth, most female small entrepreneurs have a limited level of education and limited work experience, and they are solely driven by motivation and enthusiasm for business.

Another obstacle faced in improving the performance of small and medium enterprises (SMEs) through the use of information technology involves two aspects, namely the level of expertise of SMEs and the effectiveness of accounting information systems. Expertise level is often related to the knowledge and skills possessed by an individual. Skills are certain interests or talents that a person must have. With adequate competence, a person can carry out tasks effectively, achieve optimal results, and have a deeper understanding. Therefore, it is expected that the information conveyed will be of a higher level of quality.

The use of information technology has the potential to improve the performance of an organization or company, as well as the performance of individuals involved in it. Therefore, it can be concluded that information technology has an important role in processing data which then produces data reports. The higher the level of information technology used, the higher or better the performance of the small and medium enterprises (SMEs).

This research focuses on women's economic empowerment through entrepreneurship in Deli Serdang Regency. However, several obstacles must be overcome, such as low quality of human resources, limited income, inadequate education, limited managerial skills, and limitations in entrepreneurship. Therefore, additional research is needed to understand how changes in human capital can support entrepreneurial activities, improve family welfare, and optimize economic potential at the local level. The aim of this research is to build the competitiveness of small-scale women entrepreneurs through human resource transformation, using the social entrepreneur strengthening model, with a focus on innovation in Deli Serdang Regency. Human resource transformation is aimed at the professionalism of human resources, who need to understand the principles of change in order to implement them effectively. It is hoped that through this transformation of human resources, female entrepreneurs will be created who are more qualified, innovative, brave enough to take risks, brave enough to make decisions, and have the ability to explore new ideas to create creativity.

Currently, research is focused on empowering women's business communities in North Sumatra with the aim of improving family welfare.

However, the challenges faced by this community include a lack of quality human resources, limitations in creating product value, low product quality, and not optimal use of digital technology. Therefore, the transformation of human resources is the key to supporting community activities in social activities, improving the family economy, and managing local economic potential. This research is part of the University of North Sumatra (USU)'s efforts to play an important role in improving social welfare and changing community behavior through transforming human resources in the women's business community. Through this human resource transformation, a social empowerment model will be implemented for small women entrepreneurs in North Sumatra, especially in the Deli Serdang Regency area.

2. Literature Review

This research looks at various studies related to small-scale women's entrepreneurship related to various factors that encourage entrepreneurship, including the quality of human resources, competitive advantage, business performance, and the use of technology. So that it can increase the competitiveness of women's small entrepreneurs.

2.1. Quality of Human Resources

The quality of human resources is a basic characteristic that reflects how a person thinks, behaves, acts, as well as their ability to make and maintain decisions over a certain period of time [3]. This quality is the ability to carry out tasks or work, based on knowledge and skills, and supported by the work attitudes required by the job. Therefore, competency is a description of skills or knowledge that reflects the level of expertise in a specific domain, which is considered excellence in that domain.

There are five types of characteristics that are part of the quality of human resources, namely:

1. Motives refer to things that consistently become a person's thoughts or desires that trigger actions.
2. Traits, including physical characteristics and consistent responses to situations or information.
3. Self-concept involves a person's attitudes, values, or self-image.
4. Knowledge is information possessed by someone in a particular field.
5. Skills are the ability to carry out certain physical or mental tasks.

2.2. Competitive Advantage

The main key to achieving excellence in competition lies in the ability of business people to create competitive advantages. This is achieved through understanding market needs and continuing to innovate, so that the products produced are always relevant to market developments and demands. Competitive advantage is a situation in which an organization is able to maintain its position in the market, even when there are other competitors competing. This competitive advantage can be achieved through a wisely prepared strategy, where the company chooses its target market carefully [4]. This competitive advantage is achieved by developing internal and external conditions that support the company in designing appropriate competitive strategies.

To achieve competitive advantage, small entrepreneurs must be open to various aspects, including culture, work processes, and technology. This allows them to be creative and implement innovative work systems, and ready to accept new challenges with full enthusiasm [5].

2.3. Business Performance

Performance refers to work results that are closely related to the organization's strategic goals, customer satisfaction, and contribute to the economy. According to the 2018 European Framework of Reference, entrepreneurial competence is defined as the ability to identify opportunities and ideas and create value for others from these opportunities. This includes creativity, critical thinking, problem-solving abilities, initiative, perseverance, as well as the ability to collaborate with others in the planning and management of projects that have cultural, social, or commercial value. [6].

The definition of performance, or performance, is an evaluation of the extent to which the implementation of programs, activities or policies has succeeded in achieving the targets, goals, vision and mission that have been set in strategic planning. To measure performance, success criteria or standards that have been set by the organization are needed. Thus, without goals and targets used as benchmarks for measurement, individual or organizational performance cannot be measured properly. Performance can be improved by correcting undesirable behavior through providing constructive feedback.

2.4. Use of Technology and Digitalization

Advances in digital technology, including wireless smartphones, the Internet, web applications, mobile applications, and social media, have driven the development of inclusive digital businesses.

The presence of digital technology has made access easier, not only for large companies that have developed well, but also for micro, small and medium enterprises (MSMEs) to improve their business performance and build business resilience in the new normal era. Digital technology provides valuable opportunities for MSMEs to increase their competitiveness in a highly competitive industrial environment. This is very important considering that MSMEs, although recognized as an economic sector that is very important for the stability and competitiveness of a country's economy [7], still faces a number of serious obstacles. These obstacles include limited access to financial resources, lack of management skills, limitations in adopting the latest technology, and unfavorable relationships with large companies [8].

The use of digital technology has also created a new business model called the sharing economy. Sharing economy refers to a business model that allows the allocation of resources across various industries, such as tourism, hospitality, financial services, and transportation, through online platforms [9]. Rapid developments in digitalization in the global trade sector have given rise to a new digital economic phenomenon. The economic transformation from manual to digital has had a significant impact, especially in the form of technological disruption. If not managed seriously and anticipated, this situation has the potential to become a serious problem that will affect other important sectors. The relationship between the digitalization of information technology and economic growth has fueled huge growth in broadband networks.

Apart from affecting various economic transactions, this also has an impact on gross domestic growth (GDP). Finally, adopting information and communication or digital technology becomes a necessity.

Digital technology has changed the way business-to-business companies operate in business markets and become central to the economy. This has changed economic activity and given rise to new requirements in terms of company capabilities. Ahmedov [10] also outlined that the impact of digitalization on international and global trade can be controversial. Changes in business models of business-to-business companies caused by digitalization have attracted much attention recently [11]. The ability of female entrepreneurs to carry out transformation will facilitate the process of receiving new experiences called innovative performance, because they have creative ideas in running a business and have the desire to learn from experience in producing quality, valuable products by utilizing online marketing.

This research uses the framework of thinking that when female entrepreneurs carry out human capital transformation, the quality of human resources (HR) will improve, competitive advantage will increase, and innovation capabilities will increase. These three aspects, which include human resources, competitive advantage, and innovation capabilities, will influence the quality of domestic activities in the family and social activities carried out by women entrepreneurs. Furthermore, this research also wants to prove that the division of roles between men and women is also influenced by innovative performance in creating an HR transformation. In summary, this framework of thought can be described as follows.

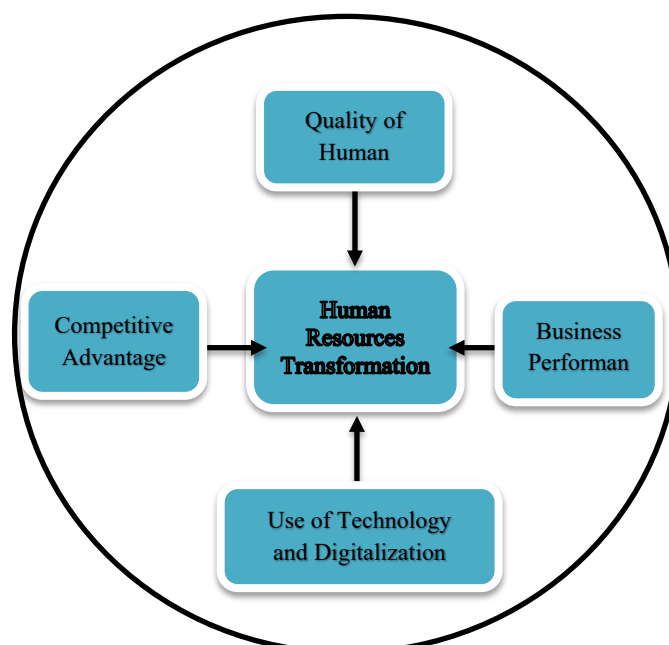


Figure 1. Theoretical framework

3. Research Methodology

This type of research is qualitative descriptive research which also involves comparative analysis of the roles of women and men, describing the characteristics of respondents, the quality of human resources available in female small businesses, competitive advantages, use of technology and digitalization and business performance as well as FGDs. This research is focused on a deeper understanding of how women entrepreneurs can transform human resources. It is hoped that this study will produce new ideas for utilizing the economic, social and cultural potential of society in forming scientific clusters in the fields of human resources and women's entrepreneurship. The research sample consisted of female entrepreneurs operating in North Sumatra, including Deli Serdang Regency. The number of respondents who will be taken randomly in stages is 58 female entrepreneurs. Of this number, 58 respondents came from Deli Serdang Regency.

Objects of research are small female entrepreneurs who have been active in 3 consecutive years doing business in Deli Serdang Regency with 58 people each. Apart from that, secondary data is needed such as the number of female small entrepreneurs in Deli Serdang. This secondary data was obtained from the North Sumatra Province Cooperative Service and Deli Serdang.

Data collection carried out by means of a survey of (a) Survey of 58 respondents each in Deli Serdang Regency. The aim of this research is to increase understanding and progress of businesses owned by women entrepreneurs, especially in terms of the potential that the female entrepreneurial community has to become new entrepreneurs, as well as developing existing businesses. After the FGD activity is carried out, respondents will be given a questionnaire which will be filled out with guidance and supervision to ensure that filling in the data is unbiased and effective. Apart from that, this research will also use secondary data, such as reports on the performance of female entrepreneurs and the number of female entrepreneurs in Deli Serdang Regency. This secondary data will be obtained from the Department of Cooperatives and Small Businesses in the Province, Regency, as well as data from BPS. This research will be conducted in Deli Serdang Regency, and will take place from July to September 2023. The number of respondents determined is 58 female entrepreneurs in the area, with several predetermined criteria. Figure 2 shows the flowchart of the research conducted:

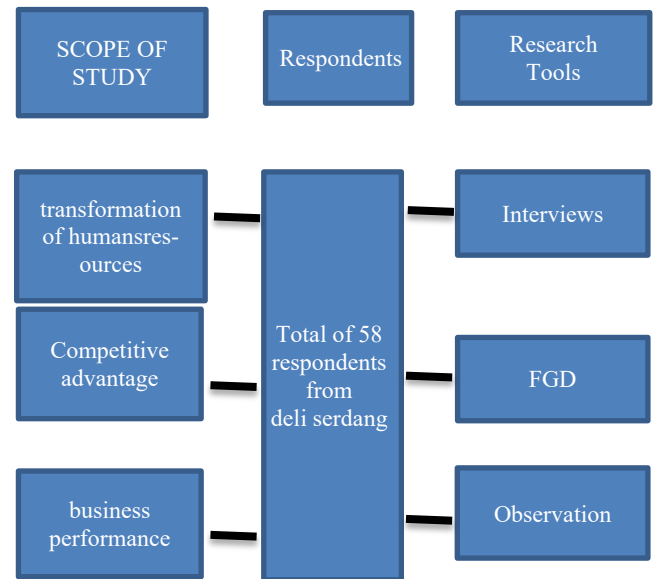


Figure 2. Research flowchart

4. Results and Discussion

The results of this study show how the quality of human resources, competitive advantage, use of technology and digitalization, business performance and economic improvement of small female entrepreneurs.

4.1. Characteristics of Respondents

The role of women in the world of business and economics is increasing. Women entrepreneurs, who are an integral part of the global workforce, have made significant contributions to economic growth and sustainable development. Especially in Deli Serdang Regency which is able to help improve the regional and family economy. However, the obstacles and challenges faced by women entrepreneurs often hinder their full potential in business. Entrepreneurial characteristics play a significant role in shaping an individual's mental attitude, ability to innovate, creativity, courage, perseverance, hard work spirit and a sense of tenacity which work together with knowledge, skills and awareness to determine success in business.

4.2. Respondents Descriptive Analysis

The following are the characteristics of female entrepreneurs in Deli Serdang Regency.

Table 1. Characteristics of respondents

Characteristics		Frequency	Percentage
Age	≤20 Years	0	0
	21-40 Years	31	53.45
	41-50 Years	20	34.48
	≥51 Years	7	12.07
Long time entrepreneurship	<1 Year	3	5.17
	1-5 Years	30	51.72
	>5 Years	25	43.10
Business permit	PIRT	0	0
	OSS	1	1.72
	Halal Certificate	0	0
	There isn't any yet	57	98.28

Based on the results of the table above, it shows that the average age of female entrepreneurs in Deli Serdang Regency is in the age range of 21-40 years with a percentage of 53.45%. This shows that at this productive age, female entrepreneurs have a high enthusiasm for developing their business, and have high targets for success [12]. Age between 22 - 44 years is the most productive to become an entrepreneur. This is in line with research by Kristiansen, Furuholt, and Wahid [13] which states that there is a correlation between age and business success. Entrepreneurs aged over 25 years have proven to be more successful than those who are younger.

Based on the characteristics of the length of entrepreneurship, the average person has started a business 1-5 years. Most female entrepreneurs started their own businesses. An entrepreneur who develops a business from his own initiative tends to have the potential to be more successful because he has gone through a process of hard work and perseverance to fight for his business. The longer the business has been started, the more it will determine the success of the business, especially since the business that was started from zero [14].

Businesses that have been running for a long time and have a lot of experience are usually more successful than businesses that have been running for a long time. Businesses that have been running for a long time have enjoyed networks with many partners so they can enjoy economies of scale [15].

Meanwhile, the majority of business permits owned by an average of 98.28% still do not have legal business permits. However, a valid and legal business license has great significance for entrepreneurs. This is because many people experience difficulties in developing their businesses and many entrepreneurs face obstacles in getting capital support for the growth of their businesses because they have not been registered or received official permission from the authorities. This is due to the lack of information related to processing business permits and many business owners think that processing business legality is very complicated [16]. Legalization of business legality also has the potential to simplify business marketing efforts, increase confidence in promoting the business, as well as enable the business to reach a wider market and gain greater consumer trust when selling the business's products.

Table 2. Quality of HR

Quality of HR	1		2		3		4		5		Total	Mean
	F	%	F	%	F	%	F	%	F	%		
I refreshed the SOP for employees	0	0	34	58.62	11	18.96	12	20.68	1	1.72	58	3.34
I always involve employees in training that can improve the quality of performance	0	0	40	68.96	10	17.24	6	10.34	2	3.44	58	3.52
I perform skills on employees	0	0	36	62.06	8	13.79	12	20.68	2	3.44	58	3.34
I conducted a comparative study of employees in other businesses	0	0	40	68.96	8	13.79	8	13.79	2	3.44	58	3.48
I have a strategy to improve the quality of employee performance	0	0	36	62.06	10	17.24	10	17.24	2	3.44	58	3.38

In the table above the results obtained are that the level of quality of human resources possessed in entrepreneurship is still not optimal. There are still many who choose not to agree with SOP refreshment activities for employees, involving employees in training, increasing employee skills, conducting comparative studies with other employees and having strategies to improve employee performance. This is because on average the businesses owned by female entrepreneurs in Deli Serdang Regency do not yet have employees, so they do not need to do this. However, there are still very few who already have employees who

have carried out training and comparative studies on their employees. In fact, it is very important for entrepreneurs to recruit employees and provide training and skills so that the business they manage can develop to compete with other similar businesses or even larger businesses. So good human resource planning strategy is needed to improve the management of the business being run. With effective management and improving the quality of human resources, optimal business management will be created, which in turn can create superior and quality competitive advantages.

Table 3. Competitive advantage

Competitive Advantage	1		2		3		4		5		Total	Mean
	F	%	F	%	F	%	F	%	F	%		
I carry out new innovations in my business, so that I can compete with other businesses	0	0	12	20.68	4	6.89	36	62.06	6	10.34	58	2.38
I offer lower prices than competitors	0	0	13	22.41	3	5.17	38	65.51	4	6.89	58	2.43
I provide the best quality of my products	0	0	0	0	2	3.44	40	68.96	16	27.58	58	1.76
I can serve online orders	0	0	20	34.48	23	39.65	12	20.68	3	5.17	58	3.03
I am able to use social media such as Instagram, Tik Tok, Facebook to sell products	0	0	27	46.55	17	29.31	11	18.96	3	5.17	58	3.17

In the table above, the results show that the competitive advantage most female entrepreneurs in Deli Serdang Regency have is being able to use social media such as Instagram, Tik-Tok, Facebook, etc. in selling the products they offer. Then proceed with being able to serve online orders. This shows that in the current era of industrial revolution 4.0, the influence of digitalization plays a very important role. Apart from that, the competency possessed by these female entrepreneurs in using social media is also a special skill that supports competitive advantage in their businesses. The competitive advantage of women entrepreneurs can be achieved by providing service innovations that exceed those

offered by competitors. Innovation, creativity, and capital support the sustainability of business activities. Women entrepreneurs must be able to create a business plan that combines online marketing, new business models, effective money management, product diversification, and product innovation. Likewise, they must take advantage of advances in information technology that have developed rapidly, as is happening today. Therefore, MSMEs need to be treated as an effort that is able to compete by utilizing innovation to face an increasingly competitive business environment in order to achieve MSME sustainability.

Table 4. Use of technology and digitalization

Use of Technology and Digitalization	1		2		3		4		5		Total	Mean
	F	%	F	%	F	%	F	%	F	%		
I am able to create innovative creativity in my mother's business	0	0	11	18.96	8	13.79	34	58.62	5	8.62	58	2.43
I am able to compare my business both offline and online	0	0	30	51.72	9	15.51	19	32.75	0	0	58	3.19
I am able to utilize existing technology to develop my business	0	0	18	31.03	21	36.20	15	25.86	4	6.89	58	2.91
I have provided new ideas for the business I am running	0	0	12	20.68	9	15.51	33	56.89	4	6.89	58	2.50
I am able to master existing technology	0	0	24	41.37	19	32.75	13	22.41	2	3.44	58	3.12

Based on the table above, the results show that the most influential statements regarding the use of technology and digitalization are being able to compare businesses both offline and online and being able to master existing technology. This is a very important ability for an entrepreneur to have today. For entrepreneurs, utilizing information technology is quite difficult. With the rapid development of technology, such as social media and various digital platforms, they must be able to replace outdated marketing techniques. For women

entrepreneurs to become more competitive and sustainable, digital transformation is essential. Digital technology must now be integrated into business innovation to meet the demands of the industrial revolution 4.0 [17]. The use of information technology and digital transformation in business is very important for creating business strategies, stimulating innovation and creativity, and increasing competitiveness [18] all of which result in the ability to compete more effectively in local, national and international markets.

Table 5. Business performance

Business Performance	1		2		3		4		5		Total	Mean
	F	%	F	%	F	%	F	%	F	%		
I am able to manage the business well	0	0	5	8.62	52	89.65	1	1.72	0	0	58	1.93
I am able to create innovative creativity in the business I run	0	0	3	5.17	55	94.82	0	0	0	0	58	1.95
I want to learn to develop my potential	0	0	7	12.06	50	86.20	1	1.72	0	0	58	1.90
I attended training related to my mother's business	0	0	5	8.62	44	75.86	3	5.17	6	10.34	58	2.17
I have an entrepreneurial spirit	0	0	4	6.89	51	87.93	1	1.72	2	3.44	58	2.02

Based on the business performance variable table above, the results show that the statement “that I have an entrepreneurial spirit” is the highest with a mean of 2.02, which means that female entrepreneurs who are housewives have a high entrepreneurial spirit in running their businesses. Competence and enthusiasm are the basic characteristics that an entrepreneur must have to produce superior performance in carrying out his business or work which includes motives, personal character, personal abilities, self-concept, knowledge, and skills. To achieve maximum and satisfying work results, someone is needed who is forward looking, innovative and creative and this is

in the mindset of an entrepreneur or what is called an entrepreneurial spirit [19]. For this reason, the spirit of entrepreneurship is the most important capital that an entrepreneur must have to improve the performance of his business so that it is competitive and sustainable. Apart from that, female entrepreneurs also diligently participate in training to improve the quality of their business performance. This is done not only to increase knowledge and skills but also to increase business networks so that the businesses they own can continue to develop and have innovations that are in line with current developments and market demands.

Table 6. Improving the economy

Improving the Economy	1		2		3		4		5		Total	Mean
	F	%	F	%	F	%	F	%	F	%		
My business is able to open job vacancies for relatives/neighbors	0	0	1	1.72	1	1.72	46	79.31	10	17.24	58	1.88
My business can increase family income	0	0	34	58.62	6	10.34	17	29.31	1	1.72	58	3.26
The business that I run can make my family prosperous	0	0	13	22.41	1	1.72	40	68.96	4	6.89	58	2.40
I am able to look for opportunities to carry out entrepreneurial activities	0	0	2	3.44	4	6.89	46	79.31	6	10.34	58	2.03
My business is the main income in my family	0	0	1	1.72	1	1.72	46	79.31	10	17.24	58	1.88

In the table above it is known that the business they run can increase family income, apart from that, the business they run makes their family more prosperous. This is supported by the ability of entrepreneurs to look for opportunities to carry out entrepreneurial activities. This is in accordance with research conducted by Dalimunthe, *et al* [20] that female entrepreneurs have the ability to make the best use of opportunities, are able to face changes that occur in society, and are able to maintain good relationships with people who support the development of their business. Women tend to be more creative and adapt more easily in facing various changes that occur, so that the ideas and creativity of small female entrepreneurs are always honed to create product innovations and promotions according to market needs. Apart from that, the success of their dual role of being a housewife and a woman entrepreneur is also one of the keys to creating a harmonious and prosperous family, because apart from being able to take care of all household activities well, a wife is also able to help her husband in increasing his income family.

4.3. Focus Group Discussion (FGD) Findings

To explore in-depth information about the business they run, a focus group discussion activity was carried out to obtain supporting data from the results of the questionnaire questions that had been distributed. Based on the results of the FGD, it was found that in running a business, a transformation of human resources is needed so that entrepreneurs can improve their quality by learning from various sources such as social media, communities or organizations such as the Indonesian Women Entrepreneurs Association (IWAPI) Deli Serdang Regency community which is the umbrella community. Apart from that, female entrepreneurs are also required to frequently participate in training held by certain organizations or agencies in order to improve their personal qualities and skills. According to one entrepreneur, mindset is the initial start to be able to carry out innovations that can advance the business so that it is able to create new breakthroughs that can become a characteristic and differentiate it from other business products. By innovating, the resulting products will have competitive advantages both locally, nationally and globally.

To reach that stage, it is necessary to use technology that is able to support the development of the business being run. For example, in terms of marketing business products, a high level of creativity needs to be carried out to make the products marketed attractive to many consumers.

Currently, there is widespread use of the TikTok, Go Food, Grab Food, Shopee Food and other social media platforms which are very effective as a place to promote MSME products. The increasingly rapid development of digitalization means that female entrepreneurs must be able to adapt and transform so as not to miss trends and lose loyal customers. One entrepreneur who sells herbal drinks has succeeded in changing his marketing pattern, which initially only sold in shops and from house to house, but is now able to market his products through various digital platform applications where the service is easier and the profits obtained are also greater, because it reduces operational costs.

However, some of the obstacles faced by women entrepreneurs are packaging conditions and business legalization, which on average still do not exist. The condition of women's entrepreneurship is something that needs to be taken seriously, because packaging and business legalization are important in making the resulting business products competitive on the national and global stage. They admit that they face many obstacles in changing the packaging to be more attractive, this is due to customer demand that are comfortable with the current packaging conditions. If their packaging is upgraded to be more attractive, there will be additional operational costs which will require them to increase the selling price or reduce the amount of content in their product packaging. That puts women entrepreneurs in a dilemma because it will definitely make them lose their regular customers. Likewise, with managing business legalization, they face many difficulties, such as slightly complicated administrative processes and limited access to information. For this reason, it is necessary to provide regular outreach to female entrepreneurs to gain access to business legalization processes, especially halal certification so that their products become more trustworthy and in accordance with the programs launched by the government.

Nevertheless, these female entrepreneurs are still able to persist and continue to improve their business performance in order to help increase their family's income. When family income has increased, family welfare has also increased. Family relationships become more harmonious, children's nutritional needs are also met, thereby reducing stunting rates. With the existence of female entrepreneurs who are able to be competitive and superior, they are also able to increase regional income, especially Deli Serdang Regency, for this reason the importance of support from the government and related agencies such as the Cooperatives and MSMEs Service as well as the Women's Empowerment and Child Protection, Population Control and Family Planning Services

(DP3AP2KB) Deli Serdang district which must always provide a platform and facilities for MSMEs so they can spread their wings and exist in the midst of society.

5. Conclusion

The condition of women entrepreneurs in Deli Serdang Regency which has the potential to improve the regional and family economy. However, they face obstacles such as lack of business permits, lack of quality human resources, and minimal use of technology. Despite this, female entrepreneurs continue to survive by improving their business performance. It is hoped that support from the government and related agencies can help the development of MSMEs and provide facilities for their business growth. The most significant limitation of this study is that it was conducted in the Deli Serdang district with a limited number of respondents, so the results cannot be widely applied to other women entrepreneurs. However, the data in this study came from respondents who have direct knowledge and experience as entrepreneurs. Research data can be subjective as individual perceptions of issues such as inadequate human resource management, suboptimal use of technology, and lack of strategic planning, which lead to limited competitiveness in product marketing, can differ, and this affects the results of the study.

Acknowledgments

The authors would like to thank Universitas Sumatera Utara through Lembaga Penelitian (LP), the Center for Gender and Child Studies (PSGA) and the Ministry of Education and Research through the DRTPM research grant program for providing moral and financial support for the research activities that have been carried out. The author would also like to thank Universitas Negeri Medan (UNIMED) as a partner of this research and women entrepreneurs in Deli Serdang Regency for their willingness to become research respondents so that this research can be done successfully.

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