

THE ROLE OF DIGITAL SKILLS IN ECONOMIC EMPOWERMENT: THROUGH MUSLIM WOMEN ENTREPRENEURSHIP MSMES

Ajeng Alfiza¹

Khairunnisa²

Sindi Aulia³

Alya Safitri⁴

Nailah Athifah Ramadhani⁵

^{1,2,3,4,5} University of Muhammadiyah North Sumatra
ajengalfzh@gmail.com

Abstract: *This study examines the role of digital skills in driving economic empowerment among Muslim women entrepreneurs. The purpose of this paper is to analyze how digital competencies such as digital marketing, online financial management, and the use of e-commerce platforms contribute to business performance, increased revenue, and entrepreneurial sustainability. The study adopted a mixed-methods approach, combining a qualitative survey of Muslim women entrepreneurs with interviews to gain deeper insights into their experiences. Qualitative data are analyzed through thematic analysis. The results show that higher levels of digital skills significantly improve business visibility, market access, and revenue growth. Digital platforms also allow Muslim women entrepreneurs to balance economic activities with religious and family responsibilities. However, the findings reveal ongoing barriers, including limited access to digital training, technology infrastructure gaps, and cultural constraints. The study concludes that digital skills are an important driver of economic empowerment for Muslim women entrepreneurs, but their impact depends on a supportive ecosystem involving education, policy interventions, and inclusive digital infrastructure. This research provides important implications for policymakers, development agencies, and community organizations in designing targeted digital capacity building programs to foster inclusive and sustainable entrepreneurial growth.*

Keywords: *Digital Skills, Economic Empowerment, Muslim Women Entrepreneurs, Digital Entrepreneurship, Inclusive Development*

Introduction

Women's economic empowerment is the main focus in efforts to achieve inclusive and sustainable development in Indonesia. However, in the context of economic empowerment, women often face various obstacles that have hindered their potential to develop. One of the important components in achieving sustainable development is women's economic empowerment is important to increase the role of women in economic activities because their role greatly affects the economic growth of a country. (Afiah, n.d.) Women's empowerment is one of the important aspects of sustainable economic development efforts, because women not only play the role of household managers, but also as potential economic actors in various sectors. (Hakim et al., 2025)

Women's economic empowerment is an empowerment that aims to improve women's skills, end poverty, and give women the right to realize their own potential. For a long time, the role of women in the economy has been part of the socio-economic life of the Indonesian people.

Misogynistic men often call for women not to leave the house, saying, "A good woman's job is at home," or "a woman's career is at home." They also use security reasons, most often said, "that's why it's safer at home." Women's empowerment is an important part of increasing the country's national income and can have an impact on the country's progress. BPS Indonesia states that when the country is empowered correctly and appropriately, it will move forward. It takes appropriate efforts to encourage women to take advantage of their economic potential.

In this case, women's economic empowerment is very important. One way to improve people's living standards and help overcome the problem of poverty is to become an entrepreneur. However, to achieve significant female entrepreneurial empowerment, it is necessary to understand more deeply the challenges and opportunities faced by women entrepreneurs in order to build a Yatti Collection Business Store. While there have been efforts to understand the role of women entrepreneurs in addressing poverty and gender inequality, research on how women entrepreneurs address these issues is becoming increasingly important because of the role women can play in building stronger and more resilient communities. (Setiadi et al., 2023) The business process called women's empowerment aims to provide women with the strength and ability to become more independent, have mental and spiritual resilience, and play a role in development. (Indah et al., 2025)

In women's empowerment activities through the Yatti Collection Business and using Skills in Digital Marketing in Sei China Village, included in women's empowerment programs and local economic development. The program aims to increase women's capacity in managing local resources and utilizing digital technology to improve their economic well-being, as well as encourage innovation in the processing of local products. However, to optimize to be more developed in revealing goods, an innovative approach is needed in terms of marketing such as using Social Media and others. This is where the role of digital marketing becomes particularly relevant. Digital marketing, with its ability to reach a wider audience and facilitate online transactions, can be an effective tool in promoting Goods. The existence of businesses as we know them today, has a very significant role in the history of economic development in Indonesia. Several results of studies and field studies on the case of Usaha show the fact that the existence of Usaha not only provides benefits to its members but plays a very important role in absorbing employees or labor where cooperatives grow and develop. The business exists. This business can be considered as an important backbone for the welfare of business members' families in the field of poverty alleviation and efforts to improve community welfare. On the contrary, in women's business containers, where women can actualize their roles and meet their needs. Entrepreneurship can be one of the strategic ways to realize this and can also serve as a very effective tool to encourage women's creativity in people's economic development.

Research Objectives

Women's economic empowerment through entrepreneurship is increasingly a major concern, especially in developing countries. Entrepreneurship is considered a strategic instrument to increase women's economic independence and social position, especially through support from microfinance institutions. In women's roles, they are not only limited to managing and managing the household and educating children at home. Therefore, women must have the skills and independence to develop their potential. This study aims to analyze how digital marketing training programs contribute to improving the skills of women entrepreneurs in Sei China Village. The focus of this study is to evaluate the effectiveness of training in equipping participants with the knowledge and skills needed to execute a digital marketing strategy, as well as how those skills affect the development of their business. (Efendi et al., 2025)

Literature Review

1. Digital entrepreneurship skills

In the era of globalization and digitalization that continues to grow, entrepreneurship is not only a promising career path but also an important driver for economic growth and innovation. The growing need for strong digital and entrepreneurial skills has become essential in modern society. This is especially true for Indonesia's young generation (entrepreneurs) who are an important segment of the population due to their adaptive nature and great potential in driving innovation and economic development. The store "Yatti Collection" emerged in response to this need, aiming to make the young generation proud and strengthen the capacity of the younger generation through the development of entrepreneurial skills in the digital era.(Article 2024) The digital-based "Yatti Collection" Shop Business is one of the ways to drive the Indonesian economy which has great potential to continue to grow in the era of digital skills and technological developments allowing the "Yatti Collection" Shop Business to switch from a conventional business model to a digital one. This change provides a great opportunity for business actors to reach a wider market, improve operational efficiency, and present more innovative products and services according to the needs of modern society. The contribution of the digital-based "Yatti Collection" Store Business is not only felt in the macroeconomic sector, but also touches the community directly by creating new jobs and reducing inequality or socio-economic needs.(Article 2025).

Entrepreneurial skills are an important element that plays a direct role in determining the success of MSMEs in the long term. These skills include business management, innovation skills, capital management, decision-making, digital marketing, and adaptation to technology. When these skills are combined with sharia business ethics, MSME actors have a strong foundation both in terms of operations and morals. This combination results in a business model that is not only competitive, but also sustainable and accepted by society.(Khusaeri et al., 2025) The owner of the store "Yatti Collection" itself belongs to:

1. Micro, Small, and Medium Enterprises (MSMEs)

Over the years, this economic power has been proven to help the economy of the country and the region of Indonesia. This is especially true when the world economy and the Indonesian economy are experiencing a recession, where micro, small, and medium enterprises (MSMEs) do not experience symptoms or negative effects of the recession. Definition of Micro, Small, and Medium Enterprises (MSMEs) Industry is an economic activity that processes raw materials, raw materials, semi-finished goods, and becomes food that contains high nutrients for customers. Industrial groups are the main part of industrial activities, namely upstream industrial groups or also called basic industry groups, downstream industry groups, and small industrial groups. While an industrial branch is part of an industry group that has the same general characteristics.

2. Micro Enterprises

Productive efforts carried out by individuals or individual business entities that meet the criteria set forth in this law.

2. Small Business

A stand-alone productive economic business is carried out by individuals or business entities that are not subsidiaries or public companies.

Improving skills in entrepreneurship and digital marketing is an urgent need for Micro, Small, and Medium Enterprises (MSMEs), especially workers. Along with the rapid economic

growth in these rural areas, MSME actors have a very vital role in encouraging the local economy. However, in the midst of the available opportunities, they still face various challenges that hinder their business development, especially in the managerial and marketing aspects based on digital technology. (Scott, 2025)

Digital Business Strategy In the context of womenpreneurship in today's digital era, mastering the concept of business management and the formulation of digital-based business strategies is an important aspect in supporting business success, including in the fashion industry. A business strategy is usually a series of plans and goals that are consciously created before actions are taken that reflect the company's vision and mission. In the study of business management, there are four main aspects that are interrelated in the success of an organization, namely financial, operational, marketing, and human resources (HR) aspects. (On & Hijab, 2025) With Deeply understanding the aspects of entrepreneurship and new ventures in the digital era, readers are expected to see opportunities, overcome difficulties, and design relevant business strategies to cope with sustainable change with the "Yatti Collection" Store Business, the process of establishing a new business or initiative and managing it with the aim of generating profits while taking risks.

2. Muslim Women Entrepreneur Entrepreneurship

The role of women, both in thought and civilization, has evolved over time, sometimes over many years. However, women's characters are still seen as weak, especially in the rapidly developing field of technology. The MSME sector that involves the most women in its implementation in the Muslim Women's Entrepreneurship-Based Sector is the "Yatti Collection" fashion store in Building Creative. (Juwairiyah et al., 2020) Muslim women entrepreneurs also choose to become entrepreneurs to prove that they are capable of doing business. If you look closely, workshops have a very good role in entrepreneurship, opening businesses in various business fields, and it is not uncommon for women to achieve success and become famous among the community. Now many women are proving that they can become entrepreneurs, both in small and large businesses. A study shows that the main source for women to start a business is entrepreneurship The presence of motivation in a person will determine whether they will be entrepreneurial or not. (Ekonomi et al., 2023)

It can be known that there are many examples of Muslim Women Entrepreneurs, one of which is Siti Khadijah RA is a Muslim woman who is a role model for women around the world. In addition to being successful in various aspects of life, Siti Khadijah RA has proven that being a successful female entrepreneur is not impossible for women. As the founder and CEO of Siti Khadijah RA Group, she has inspired many people with her success in growing her business. The company is known for its high-quality Muslim women's headscarves, robes, and accessories. The Siti Khadijah RA Group has not only managed to attract local customers but also achieve international recognition. Siti Khadijah RA's commitment to Islamic values in her business is one of the factors that makes her successful. He guarantees that every product produced by his company meets high quality and halal standards. This makes customers feel confident and confident in their products.

3. Inclusive Economic Development

Inclusive economic development is a model of community economic development that aims to improve people's welfare by reducing income gaps between community groups. And the role of cooperatives in inclusive development is also very strategic, because cooperatives can play their roles as (1) catalyst, (2) dynamic, (3) facilitator, (4) coordinator, (5) regulator, (6) educator; (7) financiers; (8) directors and other roles required by its members. The function of

cooperatives in inclusive development is to leverage the competitiveness of their members, so that members' businesses are competitive and sustainable.(Performance & Organization, 2022)

4. Business Capital

NO	TYPES OF CAPITAL	REMARKS	AMOUNT (RP)
1.	Rent a place	Shop + sewing room	3.500.000
2.	Shop Renovation & Decoration	Paint Rack , Sewing Room Curtain	2.500.000
3.	Sewing Machine	Main Sewing Machine	3.000.000
4.	Overworks machine	Overworks machine	3.500.000
5.	Sewing equipment	Scissors,thread,meter,needle	1.200.000
6.	Display Display & Shelves	Clothes rack,hanger	2.000.000
7.	Manekin	4 pieces	1.200.00
8.	Initial fabric material	Fabric,furing,sewing accessories	4.000.000
9.	Stock Up On Fashion	Dresses,hijab,fashion sets	6.000.000
10.	Cashier equipment	Cashier desk, book, calculator	800.000
11.	Packaging	Plastic, paper bags, labels	700.000
12.	Promotions & branding	Banners, photoproducts, social media	1.000.000
13.	Initial operational costs	Electricity, water, internet	1.200.00
14.	Cash reserves	Emergency fund	1.400.000
	Total venture capital		32.000.000

Research Methods

This study uses a descriptive qualitative methodology consisting of literature studies and secondary data analysis. The aim of this study is to systematically analyze and showcase the role of Business in improving food security and driving sustainable economic growth in today's Rural Areas. This method is relevant to understand the phenomena that have been presented, especially through literature studies (secondary data) and primary data. Descriptive methods are widely used to identify certain patterns, trends, and characteristics of the data that has been collected, which makes it possible to provide an in-depth understanding and overview of a subject but remain factual.(Mukhrizal et al., nd.) This research began with direct observation with a Muslim Woman Entrepreneur and also conducted a Research Place with the Prophetic Culture of Entrepreneurship in order to increase the Economic Independence of a Resilient Woman and also to improve the quality of her performance This qualitative method approach is descriptive, meaning that the data analyzed comes from the symptoms and perspectives observed in the company.(Uyun et al., 2024) The data used is qualitative data. The data source will be used using two sources, namely primary data and secondary data:

A. Data Primer

Primary data is data obtained directly from the research subject by using a direct data collection tool on the research subject as a source of primary data data information(*No Title*, 2022) In this study, data came from the field, both in the form of observations, interviews and

direct interviews with several Muslim Women Entrepreneur MSME owners in Sei China Village, one of which was in the "Yatti Collection" Shop Business located in the countryside of Central Panai District.

B. Data Seconds

Secondary data is data obtained from the results of additional research Secondary data used in this study is data derived from records, books, journals, and internal as well as research related to the theme to be researched. The secondary data used in this study are data from books, and the Internet.

Results And Discussion

Interview Stages

The interview stage was carried out by visiting the "Yatti Collection" Business Store in Sei China Village, Central Panai District, which was carried out face-to-face. Based on observations and interviews with Muslim women entrepreneurs Colección Yatti in Sei Village, China, it was found that digital skills have an important role in the development of fashion businesses and women's economic empowerment." The Yatti Collection" utilizes digital technologies, such as social media and instant messaging apps, as the primary means of promoting and marketing fashion products.

The results of the study show that the Yatti Collection business is divided into three main types of activities:

No	Types Of Activities	Research Results
1.	Fashion Production Business	1. This business focuses on the process of making clothes, starting from design, material selection, to the sewing process. Yatti Collection runs this type of business by producing clothes according to the needs and tastes of consumers, both by order and with certain collections. Sewing skills and design creativity are the main factors in improving product quality and competitiveness.
2.	Sewing Services Business	2. In addition to producing its own clothes, Yatti Collection can also be categorized as a sewing service business. This type of business serves customer requests to sew clothes according to the desired size and model. Sewing services provide stable income opportunities and build customer trust through tidy and timely work.

3.	Digital-Based Fashion Marketing Business	3. The type of business in fashion marketing and sales through digital media, such as social media and online platforms. The Yatti collection leverages digital technology to promote products, reach a wider market, and increase sales. The use of digital skills strengthens the position of fashion businesses in the face of modern market competition.
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After conducting research with observations and interviews in Sei China Village, Central Panai District, precisely at the residence of the resource person named (YUYUN PARIYATI), this researcher found that the resource person has a business called the "Yatti Collection" store where he built this business with Overall, "Yatti Collection" shows that a mother is also responsible for the livelihood of her children through the "Yatti Collection" store business based on digital skills that are able to improve economic welfare, strengthen women's independence, and support economic empowerment at the rural level in a sustainable manner.(Rambe et al., 2024)

Conclusion

Based on the results of research studies, field observations, and interviews that have been conducted, it can be concluded that women's economic empowerment is an important element in realizing inclusive and sustainable economic development, especially in rural areas. Women not only play a role in the domestic sphere, but also have great potential as economic actors who are able to make a real contribution to improving family welfare and local economic growth. The results of the study show that the **"Yatti Collection" Shop** business in Sei China Village, Central Panai District is a real example of the success of Muslim women entrepreneurs in building economic independence through entrepreneurship based on skills and digital technology. The use of digital marketing, such as social media and instant messaging applications, has proven to play an important role in expanding market reach, increasing sales, and strengthening business competitiveness amid the development of the digital economy. The Yatti Collection business, which includes clothing production activities, sewing services, and digital-based fashion marketing, shows that mastering entrepreneurial skills and digital technology is able to encourage the sustainability of MSMEs while empowering women economically. In addition to increasing income, these efforts also strengthen women's independence, build confidence, and contribute to inclusive economic development at the village level.

Thus, women's empowerment through the development of digital-based MSMEs needs to continue to be encouraged through skill improvement, business mentoring, and sustainable policy support. This effort is expected not only to reduce poverty and gender inequality, but also to create a more independent, productive, and competitive rural community

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