

BOOSTING OF WOMEN EDUCATION IN ED- TECH SECTOR DIGITAL ECONOMY ERA

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ABSTRACT

Knowledge and ICT will have a very dominant impact in the future. The role of women and the quality of the education sector will place women in the position of enhancing the quality of science and technology and the future generations of women in world civilization. Based on the substance of the theme, this study examines: How women are classified and explained in the digital economy era and what factors support and hinder women's empowerment in the digital economy era. The research method uses descriptive. The study results show that the linkage of women's empowerment in science and technology can improve the quality of welfare in a country. Digital technology is synonymous with gender labeling than science and technology, making men's position more domain. The effect that causes women to be far behind in technology Women needs to improve the quality of education and master various technology platforms to play a role in multiple sectors, both digital marketing and the development sector and decision-makers. The presence of numerous technologies in education (ED-Tech) at the university level; will boost the learning process for women.

Keywords: *Boosting1 women education 2, Ed-Tech3, Economic Era 4.*

1. INTRODUCTION

Technological developments in the world of education have also produced many innovations that significantly impact the mindset of womenfolk. The result of educational technology has seen a shift and even fundamental changes at the level of philosophy, direction, and goals. The Impact of Technology On Education Specialized developments towards improving the quality of education, especially the adjustment of its use in the world of education, especially in the women influences. Digital technology can also help change human behavior, including women in the digital economy era. According to Kristian et al. (2019), sector education focuses on more than one technology, but this technology is very diverse.

According to needs. Advances in the development of science and technology have made an excellent contribution to education. Teachers and students accessing learning can feel this. With the existence of electronic media that presents learning material, the teacher is no longer the only knowledge source that should praise. However, it should realize that not all influences provide good benefits for education. As stated by Jujun S. Surisumantri (1978: 35-36), science and technology have indeed contributed to changing the face of the world in various fields and have succeeded in advancing human welfare.

The development of information technology can do it quickly and accurately. The positive influence of technological developments is to gain broader and better quality information, promote economic growth, optimize efficiency and competitiveness for women, and increase a technology-based workforce. Mastery of information technology allows for improving the quality of life. As partners in today's development, women must improve their abilities, including knowledge of information and communication technology.

The importance of access and use of information and communication technology for women is because women have a very strategic role as housewives and, at the same time, have a role in society. Women's empowerment has implemented the capacity for women's roles in the government's development. Based on the substance of the theme, this study examines: How women are classified and explained in the digital economy era and what factors support and hinder women's empowerment in the digital economy era.

1.1. Technological Innovation for Education

Technological advances and developments are very rapid in various ways and very influential on the development of the world of education. Revolution of knowledge, information, and demography technology can facilitate access to knowledge and information in the hands of researchers, lecturers, and students in all aspects of science, so that knowledge and information are the golden keys to the development and prosperity of the nation in various regions. Furthermore, technological developments are due to a new paradigm shift in human life, where challenges, creativity, and aspirations about what is unique because it includes many technologies and platforms to develop the education sector in particular.

1.2. Women's Education in The ED- Tech sector Digital

The application of technology in education helps bridge the gap between institutions and woman's perspectives and strengthens the relationships between government and society. Educational technology has helped create new and updated educational materials and curricula and has improved the speed of the gender and achievement process. Education technology allows teaching to be more interactive, collaborative, and meaningful—and can help gender better engage with course materials. Through technology, women collaborate with their communities

1. LITERATURE REVIEW

According to Brown (1980; 2), technology is the application of knowledge by humans to do a task he wants. So technology is the practical application of the ability to do something we want. According to Mardikanto (1993), technology is a new product, information, and practice behavior that is not widely accepted, used or applied by some people in a specific location to encourage personal change or all members of the community concerned. The technological era is when products are constantly recycled and created to meet the needs of human life. The influence of technology and the development of information, with the internet, is a form of technology that should be able to motivate and provide inspiration to produce creations and valuable information. The positive influence of technology in education: 1) It Really helps the learning process, faster and more accessible. 2) The functioning of virtual classes makes it very easy for students to communicate with each other with the teacher with a face-to-face system. 3) Facilitate business systems and administrative activities in an educational institution because of its application. (Widyastuti, Nuswantoro, & Sidhi, 2016).

Today's women's participation not only demands equal rights but also states its function and has meaning for development in Indonesian society. The domestic role of women as mothers responsible for household affairs, including raising children (Wibowo, 2011), and educating them to become human beings with humanist characters, seems irreplaceable. Family is the first and foremost education. Currently, society, in general, still views education in the family as the responsibility of women. Education in the family is a shared responsibility that complements each other between father and mother so that the child grows into a balanced human being between his emotions and rationality. The domestic role of women requires them to open themselves and have broad insights to educate and provide insight to children.

Women in the digital era must adjust to the development of science and technology by remembering the noble Indonesian cultural values. Household appliances have changed from a manual system to a digital strategy. Lestari (2011), equality of access and mastery of information and communication technology for women and men has become a global concern, gender issues, and information technology about women. Gender equality emphasizes increasing the use of information and communication technology to empower women (Gaib & et al., 2017).

Recognition of equality between women and men has become a global issue. However, the gap in access to and mastery of information and communication technology between women and men is still relatively large. Data from the International Telecommunication Union (ITU) shows that the percentage of information and communication technology users is still lower for women than men.

According Hafkinn and Taggart (2001) state that the inhibiting factors for women in developing countries in mastering information and communication technology are education, literacy, language, time, cost, and social and cultural norms (Gaib & et al., 2017). impacts the level of women's participation in development significantly less. Society's view that still views women's domain as within the family traps women from taking part in work outside the home. Every individual has essential freedom and freedom and is equal. They must not be limited by birth conditions (biological) and have unlimited potential to develop. The strategic role of women in nation-building must be considered. States Hubei's (1985) said that women play a strategic position, namely as domestic workers (managing the house, raising and caring for children), acting as transitional workers.) In the 2014-2019 working cabinet, the ministry of women's empowerment and child protection (KPPPA) was strengthened by Presidential

Regulation no. 59 of 2015. The role of women in development can be maximized by improving the quality of life, especially access to education, health, and legal facilities.

Susana and Lily, 2017, state that most Indonesian women are active Internet users but have low digital literacy. It caused educational background, lack of facilities, training, and the tremendous influence of patriarchal culture (Gaib & et al., 2017). Such barriers should be overhauled by emphasizing the importance of education for women.

2. MATH AND EQUATIONS

The challenge of education is how to explore new methods of learning and education based on an organized foundation, curriculum, and educational method. According to learning theories and being able to design an appropriate creative learning environment that contributes to facilitating and improving the processes of learning and teaching and giving them an interactive side and the suitable investment in their use and presentation.

3.1 BOOSTING OF WOMEN'S EDUCATION IN THE ED- TECH SECTOR DIGITAL

The concept of digital transformation dramatically influences the development of gender in all aspects, both in the fields of technology, health, government politics, and the economic sector. The focus on this substance is the educational aspect of technology. Influencer of quality in the technology strengthening sector. Those challenges and solutions have been carried out and can be used as inspiration for companies currently developing. By implementing or adding solutions to overcome these challenges, the Indonesian ed-tech sector can develop more rapidly and compete globally in the future.

Although in practice, not all women are engaged in the fields mentioned above, the impact is significant in the area of gender equality, namely: women are assets, potentials, and significant investments for Indonesia that can contribute significantly according to their capabilities and abilities, in the context of development, gender mainstreaming, and women's empowerment are closely related to improving the quality of the nation's next generation. Hence, the importance of the role of women in development, the Indonesian government is targeting four primary sectors, namely in the fields of education, health, employment, and violence prevention. In addition, strategic steps have been prepared to address women's empowerment and gender equality while achieving the Sustainable Development Goals (SDGs), especially the fifth goal, namely gender equality.

Men and women both have an essential role in the development of human civilization and are responsible for the development of the next generation and society. This shows that the government is serious about protecting and empowering women (Rahmawati & Lukitasari, 2017). Women are given guarantees for expanding opportunities to participate both in the world of politics and to be actively involved in various activities related to national development both within the central and regional governments, organizations, or particular groups, as well as in the environment where they live. As a result, the involvement of women is increasing in nation-building. The programs, especially for women, such as skills training, entrepreneurship/MSMEs, and the use of the latest. Technology that covers all regions and is adapted to the characteristics and needs of each region so that women can act as equal partners to men in making a positive contribution to realizing inclusive and gender-responsive national development.

3.2 WOMEN'S EDUCATION IN ED- TECH SECTOR DIGITAL ECONOMY ERA

The digital economy sector has increased sharply, and women have benefited from the digital space, which has enormous economic growth. The present world is witnessing tremendous and rapid technological progress and development that has yet to be witnessed in various ways, which has made us unable to dispense with modern technology in our daily life, whatever the circumstances. With the explosion of the knowledge, information, and demographic revolution, technology can facilitate access to knowledge and information in the hands of researchers, teachers, and learners in all areas of life.

Possessing knowledge and information is the golden key to the progress and prosperity fund of any nation in the world. Technological development is a new paradigm shift in human life, in which the challenge lies and the creativity and the aspiration of what is new, as it includes many technologies and tangible and intangible devices that contribute to supporting and developing the sectors of life in general and the educational sector in particular. This massive revolution represented the emergence of many technological innovations in the educational field, which have become the focus of attention by educators and teachers to demonstrate its reality and ways to benefit

from it in the educational process. Many research studies have emerged that have called for the necessity of effective utilization of technological innovations in the educational process because of its many advantages and positive factors. The advantages of technological innovations are not only limited to teachers but also improve students' problem-solving skills and help them improve the skill of thinking and creativity.

4. CONCLUSION AND ADVICE

They are empowering women, gender equality, and achieving the Sustainable Development Goals (SDGs), especially the fifth goal, namely gender equality. First, The government implements 12 years of compulsory education and provides opportunities for children from low-income families through the Smart Indonesia Card and the Family Hope Program. The second related sector is Healthy. Indonesia focuses on improving access to and quality health services for mothers, children, and adolescents accelerating efforts to improve nutrition, integrating reproductive health into the education curriculum, encouraging family knowledge and skills, and improving access and quality of family planning. Third, The government focuses on expanding employment opportunities, encouraging labor market flexibility, adjusting salaries to market mechanisms, improving workforce skills and capacity with women training, and strengthening labor policies that accommodate gender equality. Fourth, the legitimacy of women's empowerment in the economic and creative industries is part of the policies initiated in various sectors of education and creative industries. Fourth, digital infrastructure, digital skills, and security in the digital space are three issues that make women experience a digital gap. In the discussion on digital literacy entitled "Women's Role in Digital Transformation," the digital economy sector has increased sharply. Women have benefited from the digital space, which has enormous economic growth.

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