

International Conference on Small and Medium Enterprises Development with a Theme  
“Innovation and Sustainability in SME Development” (ICSMED 2012)

## Women Empowerment through Creative Industry: A Case Study

Santi Setyaningsih<sup>a</sup>, Rucita C.P<sup>a,\*</sup>, Ummu Hani<sup>a</sup>, Ilma Nurul Rachmania<sup>a</sup>

<sup>a</sup>*Magister Science Management- SBM ITB, JL. Ganesha no. 10 Bandung, Indonesia*

---

### Abstract

Various national and international communities have addressed women’s issues and taken various efforts to empower them so as to enhance their social and health status and involve them in developmental activities. Empowerment as delegation of power to someone has been a mechanism to increase personal and work life quality of woman in recent decades. Higher education and occupation is effective instrument to empowerment of women but culture role and creativity can't be denied in this relation. This paper identifies how to empower women from poverty through creative industry. A case study was carried out in order to explore how women empowerment through creative industry is managed. Several recommendations are developed for how creative industry can participate in women empowerment. The case study develops some propositions which recommend how creative industry can have an important role in the empowerment of women. The limitation of this research is study only conducted at creative industry. Further qualitative research at other types of industries is required to investigate application of such recommendations.

© 2012 The Authors. Published by Elsevier Ltd.

Selection and peer-review under responsibility of Parahyangan Catholic University.

**Keywords :** creative industry, women empowerment, entrepreneur

---

---

\* Corresponding author. Tel.: +62-22-81322332729

E-mail address: [rucita.c@sbm-itb.ac.id](mailto:rucita.c@sbm-itb.ac.id).

## 1. Introduction

Most of Indonesian's poorest people are women workers, housewives in the village, young women and urban poor women. They had seen most of the government's economic policies and pro-imperialist politics. According to the Indonesia Demographic Health Survey, in 2008 the maternal mortality rate is 320 per 100,000 births, the highest in Asia. Approximately 6.5 million Indonesian women are illiterate, twice the number of illiterate men, and women's participation in higher education are lower than men's premises. According to Central Bureau of Statistics Indonesia, Jakarta is the capital city region of the country of Indonesia, women who experienced unemployment accounted for 88% in Jakarta (Ariane, 2011).

Jakarta is the centre of the State of Indonesia, where development and education is more advanced than other cities in Indonesia. If unemployment is a lot happening in the Jakarta city, this is no different from other cities in Indonesia. So if presented, it is more than 50% of women in the age productive in Indonesia is unemployment.

The unemployment rate is getting worse because women are more often dismissed in a job more often than men because they are not considered to be the head of the family. When the economic crisis hit Indonesia in 1997, this situation destroyed most of the manufacturing industries (garments, textiles, electronics and drinks). Female workers, who mostly work in the industry, are the ones who suffered massive layoffs (Ariane, 2011).

Based on these facts, the empowerment of women is the need for Indonesia to improve the economic status of society. Women are not a burden or obstacle in the development, but it became one of the potential and assets under construction. One way to increase the women empowerment created is to make small and medium enterprise to absorb the labor of the unemployed women. In addition to reducing the unemployment rate could increase the expertise or skill of these women.

The participation of women in economic activities is fully supported by law. Legal protection of women's economic, among others, the ratification of CEDAW by No. II. 7/1978 on the Elimination of All Forms of Discrimination against Women, Law no. 11/2005 on the Ratification of the Rights of the Economic, Social and Cultural Rights, and Law No. 12/2005 on Ratification of the International Covenant on Civil and Political Rights ('guide on the Rights) (Hati, 2009).

Indonesia is a country that has a diversity of art forms, different styles of music and performance. Indonesian's cultural diversity and heritage will provide fertile ground for developing the creative industries for Indonesian community. Cottage industry has scope to become one of the international commodities, illustrated by the growth of the contemporary art market in Indonesia. Creative industries is one of the activity in addition to increasing women empowerment in Indonesia, also can increase the economic system of society.

Potential of creative industries is a key priority of the government through the Minister of Trade, with 8% of GDP target for 2011 as well as increase the value of total exports to 12% in 2015. Creative industries are very diverse divisions covering more than 14 categories of industries including advertising, fashion, music, and design and also the software development. It remains the dominant mode of creative industries sub-sector in Indonesia in terms of contribution to GDP to 63.3% in 2010 followed by a craft at 33.2%. This sector consists of thousands of SMEs in the 6.74% estimated their number of companies in Indonesia and this is a major source of new entrepreneurship among the youth of the country. Contribution to exports increased by more than 35% from 2006 to 2010 (Ministry of Trade) that impressive considering the relatively new as a commercial sub-sector (gbgindonesia, 2011).

Creative industry in Indonesia has huge potential and as an initiative for the government to build a strong foundation in this sector. Therefore, this study aims to look at what are the factors that best serve as a reference in carrying out creative industry SMEs for the empowerment of women of Indonesia. Judging from the case study of a company's creative industries is already running well in Indonesia. Expected to know these factors, the increasing number of Indonesian women who use this theory to practice and develop the creative industries business respectively.

متن کامل مقاله

دریافت فوری ←

**ISI**Articles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات