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'Bakulan Rt 36', web media for supporting women's economic empowerment in Yogyakarta

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Abstract: Women empowerment is one of the 2013 MDG goals. In the current digital era, all processes are caused by ICT usage. The World Bank in 2002-2009 reported that Indonesia has 8% total internet access population with a small number applied to support gender economic activities, including women. The study has been conducted at Karangploso Cyber Rt 36. It collected data of 144 cases and found that women are an integral part. The research programming is going to help problem solving due to resource-scarce needs (Kalkusian 2003), while getting perspective to applied to solve the research problem. Diffusion innovation theory is applied as the reality framework (Rogers, 1985). The result of our study shows that there is a way to develop women's capacity. Based on our experiments and analysis of the target group, the issue held programming such as training programme and build website prototype to promote women business, we created 'Bakulan Rt 36'.

Keywords: Yogyakarta, web media, ICT, women community, economic empowerment.


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1 Introduction

Providing information access is important for everyone's lives. One of the facilities used to spread information to society is media. Media plays the role as a channel to deliver messages in many different ways—from conventional media to contemporary one. The dynamism of media development is also getting more advanced and a perfect time comes for media based on ICT to be used in daily life. Rogers (1986) states that communication technology is a hardware sustaining social values, which allow every person to collect process and exchange information with other individuals. A computer equipped with internet network makes people to accomplish these jobs.

An ideal thing is every person can access the media. However, the fact speaks differently when it comes to internet-based media. The tendency is for some parts of society to face difficulties in accessing, operating, and taking advantage of the internet to support their productive business activities. This fact can be observed among residents of Kampung Cyber, Sub-district Peloas, Yogyakarta (Herswati et al., 2013). Specifically in Yogyakarta, it is stated that there are only 3% of women who are able to use the facility out of 52% residents who have computers and internet access. The gap in
accessing information through media is caused by several factors. In terms of difficulties faced by women in accessing information technology, they are affected by internal factors which comes from the women themselves and external factor which ends to be limited by many circumstances, mainly the openness with the outside area (Harwati et al., 2013).

The residents of Kampung Cyber have an enormous business which can be developed to build independence and empowerment on women such as Rain craft, T-shirt printing, convivium, and other handmade products. Besides, there is availability of networks media facility and it can be used for public. In progress, this technology can be used for society empowerment through many kinds of business. For example, based on a case study in UK, ICT is applied to build identity and empowerment on women refugees (Siddiquee and Carolyn, 2000). A different picture is shown in the research conducted by Rhodes and Rural Women's Association (AWA) in South Africa, ICT is applied to empower women potential and improve the economic conditions of the members by enlarging the marketing of small business they manage (Rhodes, 2003).

Based on this fact, the writer has an opportunity to create a programme related to the problems and needs of society in Yogyakarta. Furthermore, the programme starts from

**2 Review of Literature**

This study emphasizes on media as a facility to empower people. Through media, much information can be accessed; media can strongly spread information to the society. Some studies related to women empowerment and ICT are:

- **Women and internet access**: study on the factors affecting the limited internet access on women in Yogyakarta.
- **The use of ICT as media for women empowerment** in a special province of Yogyakarta.

This writing emphasizes on an output aspect of the programme and concepts used as analysis are related to media development, women's involvement, and community literacy based on digital media.

**2.1 Media-based on ICT**

Media is one of the aspects in communication activity which plays the role in information channel to facilitate both in sending and receiving information. At present, media development is an interesting dynamic in the communication context and in a short time changes on services can be made. Its implication is media influences the way people
manage their time and therefore it affects the social values of society. This development
starts from conventional and contemporary media up to the development of information
and communication which reveals a new media based on the Internet. This Internet-based
media is getting familiar to the lives of society through facilities which exist in accessing
information.

The Internet stands for interconnection-networking. It is a wide group of networking
equipment and small computers connected by communication network all over the world. The
networks have differences in its both operating system and application, in which they
make advantage of communication development (phone and satellite) which uses standard
protocol in communication; TCP/IP protocol or Transmission Control/Packet Protocol
(Supracond, 2000). Computer equipped with Internet enables the users to freely
communicating with other users in the world. Internet service now can easily be accessed
through various gadgets like smart phone and hand phone. It means the existence of these
gadgets create a consumerist culture in terms of Internet consumption.

The usage of network-based media are as a learning media and business service.
This fact can be observed in the development of e-learning course model through

1. Web course - Internet as long distance learning media
2. Web-centric course - Internet needed for a combination of face-to-face and long
distance learning
3. Web enhanced course - Internet to support class learning (Johansson, 2007).

Besides, Internet bridges efforts in achieving social welfare. One of them is in
transactions through Internet network known as electronic commerce (e-commerce). For
example, a business net by RWA in Social Enterprise - South Africa empowers women
potential and increase the economic capability of its members by widening the
marketing of their small businesses through the use of ICT (Rhodes, 2003). Furthermore,
internet-based ICT is also adopted by small business owners or UKN (Konstanagh &
Kasilima, 2002; Harmali et al., 2013). This

condition shows that the use of Internet-based ICT has been a vital part of
country development. Due to this reason, the society put efforts to build inclusive
communities towards digital world.

2.2 Community literacy

Community literacy, which has been known since 15 years ago, at the beginning was
seen as the exclusivity of culture literature. Then, a new change was promoted by Fabrelli
(2001) that say community literacy is the encouragement for individual or community to
seek for and gain wider professions in the public area. In the next era, community literacy
refers to all literacy practices involving families and society to organise people actions in

a) using writing as support collaborative investigation on society problems
b) inviting local people near the target of research applying democratic procedures
c) changing personal knowledge through open dialogues between multicultural
individuals and groups (Harmali et al., 2013).

At the beginning, the community literacy was developed by Mills (1987),
through previous programmes such as non-academic and non-workplace sponsor of
literacy), known as labour market intermediaries (LMIs). LMIs are companies working for mediating the employers and their employees such as government-sponsored unemployment centres, temporary employment agencies, and community centres (see Table 1).

### Table 1. Types of LMIs

<table>
<thead>
<tr>
<th>Organization type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-profit sector</td>
<td>Temporary agencies and for-profit training providers</td>
</tr>
<tr>
<td></td>
<td>Contract brokers</td>
</tr>
<tr>
<td></td>
<td>Profession employer organisation</td>
</tr>
<tr>
<td></td>
<td>Online job search websites</td>
</tr>
<tr>
<td></td>
<td>Union-based initiatives</td>
</tr>
<tr>
<td>Membership-based</td>
<td>Membership-based employee associations</td>
</tr>
<tr>
<td></td>
<td>Education-based initiatives (adult education, community college, contract training programme)</td>
</tr>
<tr>
<td>Public sector</td>
<td>Employment training and workforce development</td>
</tr>
<tr>
<td></td>
<td>System link workers career centre</td>
</tr>
<tr>
<td></td>
<td>Non-profit agencies (part-time or primarily funded programmes)</td>
</tr>
</tbody>
</table>

Source: Mills (1967)

Referring to Table 1, the writer's programme is based on facts in public sectors which work on educational initiatives specifically aiming at society empowerment. This programme is a non-profit movement by providing trainings for society.

Empowerment refers to widening freedom in choosing and taking actions. Kramer and Glass (1977) suggests that society empowerment includes two related groups—the under-developed society as the group needs to be empowered and certain groups of society who empower. Empowerment is a process in which a series of activities strengthen the power of weak groups in society. Generally, the elements of people empowerment are:

1. Information and participation
2. Access to information
3. Local organisation capacity
4. Professionalism of empowerment actors (Barwehe, 2011)

### 3 Theoretical approach

This study analyses an information innovation implemented in media based on ICT and explains how an individual as a subject (target audience) receives the innovation in terms of the way he/she perceives it and its impacts. To dig up deeper, innovation diffusion theory is used to support the facts.

In 1962, Everett Rogers managed to integrate information flow of research with diffusion theory which is later known as innovation diffusion theory. It was then applied to a diffusion of something other than information, which is technology, and therefore it
4 defined as innovation diffusion theory (Davis and Stanley, 2006). Diffusion is a process that occurs when peers communicate and share innovation to one another to reach the same understanding. An innovation is an idea, practice, or object which is believed to be something new by each individual or social group within their society (Rogers, 1995).

Further, based on innovation (innovative) diffusion theory, innovation process consists of a series of actions which govern:
1. how people will be aware of technology innovation through information from mass media
2. the innovations will be adopted by a very small group of innovators or early adopters
3. opinion leader learns from the early adopters and try the innovation themselves
4. when the opinion leader finds the innovation useful, they encourage their friends (opinion followers)
5. after most people have adopted the innovation, a group of laggards or late adopters make the change (Davis and Stanley, 2006).

4 Methodology

Participatory action research (PAR) method is applied to solve the problem in this research. The research method is put into details and elaborated based on the needs. It is equipped with a complete scheme; clear steps, specific techniques in collecting data, data analysis, outer layer per year, and measurable indicators for observing achievements.

This research applies cluster approach which emphasizes group dynamics using PAR method. This method was chosen because researcher team consider the importance of people involvement to support the progress reaching the goals. PAR requires researchers to be directly involved with local people to strengthen people capacity in designing plans, making decisions, and conducting real actions to improve the society condition (Carváro, 2003).

The research conducted is participatory action research considering gender perspective which emphasize the involvement of the target subjects as active ones, make their experiences both men and women integrated in this research, identifies problems, and apply all findings to solve the target problems in the context of empowering research subjects. To achieve these, the research and actions should be evaluated as series of activities which continuously work as complete assistant so the problems faced by the research can be solved. Therefore, PAR method is identical to empowerment research (Mikaelson, 2001). To reach the goals, PAR method should be approved by other methods like survey, case study, and focus group discussion (FGD).

The results of PAR method research become the foundation to build ICT-based model suitable to local people conditions, using user-centered design (UCD) approach. UCD is a development step of a system which applies certain approach to users. Consequently, the system works and interacts based on analysis retains to the users. In turn, the users will apply the system in the future.

The first steps of 2CD are identifying needs and establishing requirements. These steps aim to understand user by setting requirements based on their needs. Requirements
can be defined as a statement of a product which explains how a product or system
should work and act. By setting users on the foundation of requirements, it is estimated
that the product will be suitable and likable. In identifying user needs, this research
applies PUG method.

The next step is designing. Interactive items of the design we based on the
requirements which have been set in the previous step. The implementation of the design
used in a prototype which is defined as a limited representation of a design which allows
users to interact and explore in deciding suitability with the design. Basically, the
prototype is divided into two continuous parts

1 low-fidelity prototyping: it is a prototype which uses different media from the final
product

2 high-fidelity prototyping: it is a prototype which uses the same materials used in the
final product.

Prototype that has been developed is going to be tested to users; in this context are the
residents. It aims to observe how suitable it is in the analysis of results of the previous
step; identifying needs and establishing requirements. The details of this process can be
observed in the next step.

The last step is evaluation. At this process, if there is a case of inappropriateness
between system planning and user needs, then the planning results can be revised. It turns
UCD step back to the previous step. When everything works as expected, the design can
be implemented into the final product. The evaluation process can be conducted by
testing the prototype by the users. It is necessary to note that designers never get it right
the first time which means that step repetition in UCD cannot be avoided.

5 Result and discussion
At this part, the writer analyses every finding continuously to accomplish the findings
through interviews, group discussions, and trainings.

5.1 Difficulties faced by women in accessing internet

Based on the need assessment on women group in Kajang Cibubur, there is a tendency
that women face difficulties in accessing communication technology and information,
specifically the internet. This fact has been shown through interviews and group
discussions.

The data collection of informants was held when there were meetings in RT 36,
sub-district Paselan, such as Dana Wisma (social gathering of women in Grove of ten),
Arirun (regular social gathering) morning held in the day of 6th, PGC meetings at the
district level (RW). For aris of RT, it is usually held in the mid of the month, after the
date of 15th, attended by the head of the family and stays at 20:30 pm in which it enables
men and women to attend the meeting. The Dana Wisma meeting is divided into two
west and east. Although some activities are at district level, they are usually held in XT
st such as PAUD (Education for Children in Early Ages) and Pagudik (United Services
Post). Through the interviews, the findings are as follows:
The residents of RT 36 Pandan Sub-district are Avanese and they live nearby the Palace. Panas-chek values impose in society marry the palace affect their attitudes and behaviours. For example, a woman is considered beautiful if she accesses the internet. A common thought is women have more suitable position when they do the house works. To change their mindset is difficult as they consider that it is good for the society. There are pros and cons among women themselves. Some women think that women are supposed to be chaste, well-behaved, others are more progressive and therefore they decide to access internet. This condition seems common for some of them. Many of them think that it is taboo accessing the internet for women in Indonesia, mainly for Avanese who live within the palace surroundings.

Economic potentials of the residents in RT 36 are not being managed well. Many housewives both domestic and foreigners like to shop products sold by the residents in their village for learning about it. Some economic activities of the residents are making t-shirts, sewing school clothes, providing food and drink and many more. The organizers of RT 36 have encouraged the residents to take advantage of the internet to facilitate the distribution of their products. For example, by updating news of the products, but many residents do not do such things. Some of the businesses are stuck from more on production and have less time in using the internet. According to the head of the residents, to organize the residents in a productive organisation is complicated and risky as it involves many people with different interests; the result might fail and be frustrating.

Referring to the use of internet among women, there have been 25 families who have internet access. RT 36 is the area where internet can be accessed earlier than other areas. The residents can access the internet and they have created their websites. However, they seldom update them. In fact, they can take the advantage of the website to enable consumers observe, browse, and access their products. Some women who already have the internet access in their houses are reluctant to use the internet. This situation makes the writer think that the programme possibly faces difficulties when it directly targets women to use internet and promote their businesses through internet. Therefore, it is necessary to provide adjustment in women as the target subjects.

Based on the data, to make the programme designed by the researcher team and resident programme of RT 36 suitable, the adjustment made is the use of internet to support business activities for women is no longer the priority. What is more important is to make the residents prospective although they have not used internet to facilitate their business activities. Besides, the internet access set in their area is not strictly used for fun.

To strengthen the findings, the writer exposes data gained through group discussions. The group discussion had 21 participants - 20 women and one man from Kompen Cyber. From this discussion, the writer gained the map of internet spread and business owning. Besides, it also reveals who owns a computer or leapas the hardware to access the internet. The results of the characteristic responses mapping are reported in Table 2.
Table 2: Owning internet access

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Computer</th>
<th>Internet</th>
<th>Owning</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Saher</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Sakuntan</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Lociya</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Sri Keertiari</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Ugnar/Devi</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Tim Wadera</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Jumary</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Manyali</td>
<td>V</td>
<td>V</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Senjub</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Muli</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Yanti</td>
<td>V</td>
<td>V</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Aita</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Th. Rona Pritti</td>
<td>V</td>
<td>V</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Sri Nanbary</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Ny Supiara</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Sri Pantiari</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Y. Sri Haranti</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Rogitar</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Hara</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Mousiah</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Digan Kritiari</td>
<td>V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total number</td>
<td>21</td>
<td></td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Percentage</td>
<td>61%</td>
<td></td>
<td>42%</td>
<td></td>
</tr>
</tbody>
</table>

Based on the data it is observed that 21 residents of Kampung Cyber who joined the group discussion, 61% have computers or laptops and 42% have internet connections. Other findings are as follows,

1 Women in Kampung Cyber do not have enough time to learn about computers as they have regular routines as a housewife and some of them have housework activities.

2 In many families, computers are mostly used by children for doing the assignments or playing games. Some common expressions said by teachers are “ask the mother to withdraw the computer for the sake of the children” or “move away the computer from the child”. Needs to study more about how to use computers, it is better for them to cook and wash the laundry. Not only children, but fathers also have the same issue in accessing internet and therefore mothers have less chance.
Some mothers expressed their reluctance in learning computer as they think it is easier to use hand phones for communication than computers. This is related with opinions that the computer is associated with Facebook, e-mail chatting to communicate with people for pleasure or simply killing the time.

Some mothers have not fully understood the advantages of computers so that fathers and children take maximum use of computer.

In terms of learning capacity, it is observed that the ability to operate computers are various. It is shown from expressions such as Niklogo was among those (just trickly, not yet knowing how to use it). Of Mhaskel was very fast but (not knowing how to use a password to open the computer).

The timetable for training has been adjusted based on the residents' activities as they said: Busshe idah ais yang menginggisk (mothers have no idle time) as they run their business and manage the house.

Mother are interested in joining computer training to be more progressive, for example, to make them to make invitations sell goods, design products, communicate with others and etc.

Some suggestions from them for the programme is the team give computer trainings and prepare the assessment to see how good they are in operating computer so it is easily observed which ones of them can or cannot operate.

The training is held step by step and started by introduction, exploring abilities, and being skill full in operating computer.

ICT training programme

The research findings gained from IRM method is then used to build an ICT-based model adjusted with conditions of the residents using UCD approaches. Based on the findings in the level of basic assessment, the programme designed aims at empowering women capacities in taking advantage of communication technology and information. This programme gives pictures of how the programme is implemented and of best practice found by the writer.

Early trainings is given to women in the basic level so they will have good progress and go to intermediate and advance level. The learning materials for the basic level consist of:

1. Introduction to computer
2. Introducing technical terms of the computer stated in English
3. Introduction to MS Word 2007

The objective of this training is stimulating women in RT 36 to operate computer skillfully and they should encourage themselves to practice at home. The training steps
begin from the basic which covers introducing hardware to enable the operation of monitor, CPU, mouse and keyboard and introducing how to operate.

The next learning materials include computer programmes, specifically Microsoft Word and Microsoft Excel. Besides, the town also introduces computer terms in English as Microsoft uses English.

From the training, it is observed that the skills in operating computer are far from sufficient. It took a long time to understand the hardware, the instructions in English and how it works. However, the next step ran well as the participants were enthusiastic and they actively asked questions to the trainers. The communication process during the training ran well as the local language was used to operate computers, for example noma/ for click the mouse, gegr for holding the mouse. The participants also played jokes during the training.

The last step of the training is introducing the internet and its advantages. It is specifically directed to the advance group as the material of the training focuses more on economic empowerment for women of Kampung Cyber RT 36. It covers entrepreneurship training and organisational development. The main goal is for women who are able to facilitate to other women. Besides, the activities can be held together within the organisation so that they can grow their motivation in learning.

5.3  ‘Bakalan RT 36’ web media to empower women

The fact in Kampung Cyber shows that there is imbalance between men and women in accessing communication technology and information. Referring to gender concept, this fact is the impact of society perspective based on social relation between men and women. It means that this unequal position in Kampung Cyber has been built by the residents and it is considered common or normal by women. This fact is affected by culture.

The residents of Kampung Cyber are those who live nearby Keraton or the palace which strongly held Javanese tradition and one of them is the domination of patriarchy. Javanese believe that women position is under men as it is supported by values of Javanese philosophy. Proverb such as Jumei wong Ling (partner behind), dagar-namur-banor (clean the well, on the bed), masak-masak-manaf (cooking-wearing make-up-giving birth) show women the role when they got married. Their main jobs are managing their houses and husbands.

However, women in Kampung Cyber can take advantage of their economic potentials in families and communities. For those who live nearby tourist resorts, they have a series of economic activities which can be managed at home, for example, doing batik, traditional craft making, cafe owners, tailors, painters, and many more. However, their potentials cannot be optimised as they have less knowledge and information on how to develop their business activities. So far, they have marketed their products conventionally — by selling through retailers, selling for tourists who visit Taman Savari, and selling to consumers as they have heard the products from someone else or known as word of mouth.

Observing that there is limitation on women to gain opportunities to develop economy capacities, it is therefore necessary to implement community literacy programmes in this area. Community literacy is a part of learning process for communities which face difficulties such as Internet access to enable them gaining occupation, and capacities in public (Gahirl, 2001). Community literacy begins by
digging up society needs to create suitable and applicable programmes. In this case, the programme is need from, for, and by society so that they can take advantage of it. Besides, it is in line with Gabriël’s opinion that literacy is emphasised on enlarging the networking. This has been done by community of women in Kampung Cyber. The outside layer of the programme is to build internet-based networking – http://www.bakulart36.com.

‘Bakulan RT 36’ (the marketing of RT 36) is a website used to facilitate women running their productive business through internet. It provides pages consisting of detailed information related to products such as product categories, samples of products, stock of products, the seller’s or business actors’ profile, how to order, arrangement of activities held by residents of Kampung Cyber. For example, just click a name ‘Evilla Tri Walsyun’, the information comes up will be the products, the seller’s data – the shop’s name, address, and contacts.

This condition is a real picture of information innovation that is supposed to be adopted by certain groups and facilitated by the research team heading to changes for a better life. These changes are processes which involve perceptions, feelings, motivations, and communal behaviours (Rogers, 1995).

At the early changes, the residents tend to pay attention on values of self-awareness. It is shown when the team gave information about the use of computer and its advantages in daily life. Their feelings lead their interests to learn how to use ICT-based tools. Their involvements in computer training include the application of MS Word, MS Excel, internet access, e-mail and Facebook and its advantages for personal business. The team output is internet-based media through http://www.bakulart36.com which pictures society behaviours heading to changes. Every step is the implementation of a series of innovation diffusion process starting from awareness to behaviours (Davis and Stanley, 2006). Changes in this case are doing productive activities, marketing the products equipped with facilities supported by ICT. This programme enables women to gain bargaining position to develop self-capacity through economic empowerment both in the family and society.

6 Conclusions

Woman empowerment programme is one of the efforts to gain gender equality in society. It is a critical education to develop woman capacities in families and society as well. Innovation of information technology and communication becomes the foundation in designing activity programme implemented to targeted groups. Based on the need assessment in the targeted group, there are 6-moocles in operating the computer and accessing the latest internet-based technology. This condition is the main reason for the writer to create an empowerment programme based on problems faced and woman needs. This programme aims to build understanding – cognitively developing human resources and pragmatically transferring knowledge and skills and build organisation as a system to support woman capacities. In detail, innovation diffusion theory (Rogers, 1995) is applied to analyse the existing realities. Changes on woman community as the targeted group are heading to progressive development. The process begins from specifically understanding the targeted groups (awareness) to changes on behaviors of society in general through programme designed by the writer team. The implementation of the programme is the use of website http://www.bakulart36.com to facilitate their economic facilities.
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