



## THE SHIFTING IN WOMEN'S OCCUPATIONS

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## Research Highlights

Nowadays, women use information technology to support their roles, both domestic and public. Women today still undergo gender inequality; the position of women in most situations is not only different but also inferior or unequal compared to men (Andre, et al, 1990; Darwin, 2011). This study used a qualitative descriptive approach to describe the occupational shift experienced by women to obtain equality through online business (Sugiyono, 2007). Starting an online business is not a simple task for women. The struggle to master technology is not easy, since women should get familiar with softwares and hardwares (... 2006, Pemanfaatan Teknologi...; Subono, 2001). They should seek networks to obtain customers and strengthen their own business as well. Women should organize their online business, such as attaining capital, searching for models, looking for materials, mastering online trading system, and at the same time seeking out available opportunities. Through information technology, women working online begin to gain equal footing with men.

**Keywords:** Women, Occupational Shift, Online Business.

## Research Objectives

This study focuses more on women experiencing gender inequality, namely the positions of women in most situations that are not only different, but also suffer subjugation or disparity compared to men (Tong, 2006; Ritzer, 2008). Women experience inequality in the field of work. The professional constraints of women in achieving top positions are cultural barriers, resulting in discriminations and stereotypes that affect women in various parts of the world, including Indonesia. This research wanted to show that nowadays, with the development of science and technology, there is a hope in overcoming the variety of obstacles and multiple burdens experienced by women. Women begin to realize the importance of actualizing themselves by utilizing the internet and mastering more skills in information technology (Castells, 2000, 2010; Nasrullah, 2012; Wahid, 2011). By doing so, they can create beneficial innovations through various activities, namely communicating, socializing, and doing business. When doing business using the internet, women can overcome the gap with men and produce same innovations as men. Once doing online business through the internet, women can perform several roles at once proportionally, including production, reproduction, and social activities.

## Methodology

This research employs qualitative approach. Qualitative research is a research conducted using natural background, with the intention of interpreting the occurring phenomena, and is conducted by involving a variety of methods (Sugiyono, 2007). Qualitative analysis using descriptive data is conducted to describe the results of this research. The descriptive qualitative approach performed in this study is used to describe the shift in occupations experienced by women to obtain equality through online business. This research is focusing on how women who felt injustice to fight for their rights by using online business (Sadli, 1993; ...2011, Belanja dan Jualan Online...; ...2012, Ingin Berbisnis Online...). The subject of this research is women who dealt in online business. *Snowball sampling* is used as the tool to find the subject of this research, namely with determining one key informant and the other informants. Few considerations in informant characteristics are used to determine who the key informant is.





## Results

The economic difficulties that the informants encountered while working offline made them eyed the internet as a new ground in the business world (Manafe, 2014). It was not without obstacles to start an online business that all the informants undertakes now. It needed efforts. They had to learn the technology: from hardware, software, to online product marketing. Aiming for a particular market share was something new for them. Through information technology, women have transformed from workers who previously worked in companies to owners of online businesses. Through the online business that they run, women can challenge gender discrimination they experienced before. In the interviews with all the informants, it can be seen that after running an online business, they experience satisfaction because they can create their own business which provides greater economic revenues and freedom in expressing their creativity. In addition, they also becomes better known by the society, and can help women in their neighborhood.

## Findings

Based on the research results and data analysis, it can be concluded that women working in public sectors often face problems in their careers; one of which is gender inequality. Women often experience discriminatory treatments, oppressions, and restrictions. Gender inequality is experienced in the response from both office and family environments. Through information technology, women working online begin to gain equal footing with men. Information technology enables women to work without any problems resulting from gender inequality, gender discrimination, oppressions, and coercions. After working online, women are economically prosperous, with higher income compared to the offline work in public sector.

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