

Strengthening Women Entrepreneurs in Improving Competitiveness in the ERA of Society 5.0

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Abstract

This study aims to understand the transformation of human resources (HR) in supporting the competitive advantage of women entrepreneurs and improving their innovative performance in Medan City and Deli Serdang Regency, North Sumatra. Women entrepreneurs have great potential in building the regional economy and improving family welfare. However, several obstacles, such as low human resource quality, lack of experience in developing a business, lack of innovation ability, and lack of education, become barriers in optimizing their potential. This study used a descriptive qualitative approach involving 116 women entrepreneurs as respondents. Results from the focus group discussions (FGDs) show that HR transformation through education, training and skills development is key in improving the competitive advantage of women entrepreneurs. They also need to take advantage of digitalization and innovation opportunities in marketing their products. The community of women entrepreneurs can play an important role in supporting the growth and development of their businesses. This study concludes that women entrepreneurs have great potential to improve the family economy and reduce unemployment in North Sumatra. However, they need support in HR transformation, competitive advantage and innovative performance. The government and universities can also play a role in developing the potential of women entrepreneurs through training, mentoring and appropriate policy support.

Keywords: *Women entrepreneurs, human resource transformation, competitive advantage, innovative performance*

Introduction

Small female entrepreneurs are expected to be one of the main factors in building the regional economy. Based on the Ministry of Cooperatives and SMEs Strategic Plan 2020-2024, it can be seen that Micro, Small and Medium Enterprises (MSMEs) have a very important role in driving the wheels of the Indonesian economy. According to data processed [1] by the Ministry of Cooperatives and SMEs together with BPS, MSMEs have absorbed 97 percent of the workforce in Indonesia or 138.22 million people.

North Sumatra is one of the provinces in Indonesia. In 2022, North Sumatra has a population of 15,115,206 people, according to data from the Statistical Center (BPS North Sumatra Province 2022). North Sumatra is the province with the fourth largest population in Indonesia after West Java, East Java and Central Java. North Sumatra has 33 regencies and cities consisting of 25 regencies and 8 cities, of the 33 regencies and cities in North Sumatra there are 2 largest cities / regencies in North Sumatra, namely Medan City and Deli Serdang Regency. Medan City has a population of 2,494,512 people, according to data from the Central Statistics Agency (BPS Kota Medan, 2022). Medan City is also the third largest region in Indonesia by area. In addition, data from the Social Statistics Division of the North Sumatra Central Bureau of Statistics shows that the number of unemployed people in North Sumatra reached 473,000 people in August 2022. This number only decreased by 0.75 percent or around 2000 people compared to August 2021.

North Sumatra has business potential, especially in the Medan and Deli Serdang regions, which are areas with the largest population that have not yet optimized their human resources to be able to improve the community's economy. Medan City is the capital of North Sumatra Province, while Deli Serdang, based on data from the Deli Serdang Central Bureau of Statistics 2021, has a population of 1,953,986 people (2022), and is the largest population by district in North Sumatra Province. Therefore, the Medan and Deli Serdang areas with their regional representation and population deserve recognition as umkm centers by optimizing the community as the main managers who benefit from these

activities. Entrepreneurship refers to individuals with high creativity and innovation, who have the ability to establish and develop their business (Sofia and Paramita, 2015).

Indonesia's economic growth has been driven, in part, by women's active participation in entrepreneurship. Today, women's interest in self-employment is increasing due to better access to resources, available labor, advances in information technology, and more readily available technological tools. Growth in the number of women entrepreneurs is expected to reduce unemployment, create new jobs, and increase overall economic growth. Women entrepreneurs can play an important role in driving economic development and growth in various regions in Indonesia, especially in the small and medium enterprise sector. In the context of the importance of competent and competitive entrepreneurs for the development of the country, there is a need for further research on human resources, especially women entrepreneurs. While there have been a number of studies on self-employment, more in-depth research on the characteristics of human resources suitable for strong and competitive women entrepreneurs is needed. Studies on women entrepreneurs are important to increase their capacity, especially in the university environment (Gusti, et.al., 2017).

Based on observations and interviews, there are a number of issues that need to be examined in this study. First, the low competitiveness of women entrepreneurs as reflected in their declining performance amidst difficult economic conditions due to the COVID-19 pandemic. Second, the lack of experience in developing businesses, including financial management, human resource management, digital marketing, and production efficiency. Third, they lack innovation capabilities, such as creating new ideas, taking risks, and exploring new ideas. Fourth, the majority of small entrepreneurs have low education and limited work experience, driven only by motivation and passion for business (Wibowo and Nulhaqim, 2015).

This research focuses on women entrepreneurs in Medan City and Deli Serdang Regency with the aim of women's economic empowerment. However, constraints such as low human resource quality, limited income, low education, limited managerial skills, and limitations in entrepreneurship become obstacles. Therefore, further research is needed to understand the role of human resource transformation in supporting entrepreneurial activities, improving the family economy, and utilizing local economic potential (Dalimunthe and Siahaan, 2020).

This research is an effort to build the competitive advantage of women's small entrepreneurs with HR transformation in Women's Small Entrepreneurs (Implementation of Social Entrepreneur Strengthening Model) with innovative performance in Medan City and Deli Serdang Regency. The expediency of HR transformation is to redesign the HR function or division, an integrated, aligned, innovative and business-focused approach to redefine HR work so as to assist small women entrepreneurs in meeting the needs made to stakeholders. HR transformation aimed at HR professionals must be able to understand the principles of change to be able to apply them in order to be in a better position.... Human resource transformation is expected to produce more qualified and innovative women entrepreneurs, able to create new ideas, dare to take risks, dare to make decisions, and have the ability to explore new things in creativity (Emillia, et al., 2020).

The current focus of research on women's business communities in North Sumatra is to empower women in improving the family economy. However, in its implementation, they are faced with a lack of quality human resources, lack of ability to create product value, product quality, and not optimal use of digital. For this reason, the women's business community needs to transform human resources to support community activities in community social activities and be able to improve the family economy and manage local economic potential. This research is the USU RIP. USU as a State University located in North Sumatra should have a role in improving social welfare and changing community behavior patterns through the transformation of human resources in the women's business community. It is necessary to transform human resources in implementing a model of strengthening social entrepreneurship in small women entrepreneurs in North Sumatra (Medan City and Deli Serdang). The social entrepreneur model with innovative performance that the research will implement is Dalimunthe's follow-up research.

2. Literature Review

2.1 Quality of Human Resources

Human resources play a crucial role in planning, combining, coordinating, and exploiting the resources available around them (Siahaan, 2018). One of the significant impacts of globalization and technological development is that employers are increasingly dependent on the potential of their workers, such as their knowledge, education, training, skills, and competencies - this is referred to as "human capital" (Dessler, 2020).

In the face of today's business uncertainty influenced by the pandemic and digital advancements, the ability of companies to transform their human capital is critical, especially as the digital literacy gap between generations of workers is significant. Nearly 75 percent of the difference in work quality and productivity is seen between workers who have good digital skills and those who are less capable in this regard (Billing et al., 2021). Professional Human Capital Transformation refers to the ability of employees to adapt to ongoing and upcoming changes. During the human

capital transformation process, managers will collaborate with talented individuals to increase innovation, knowledge capacity, and implement change effectively (Syamsuri et al., 2022).

The quality of human resources emphasizes the shift from administrative functions to a more strategic and integrated role in the business (Sousa and Dias, 2020). In an effort to identify better HR functions, creativity, innovation, technology utilization, and collaboration in an entrepreneurial context are needed to create professional and superior changes in HR that can support the success of a company or social organization.

2.2 Competitive Advantage

An important key to winning the competition lies in the ability of business actors to create competitive advantages by understanding market needs and continuing to make innovations so that the products produced are in line with market developments and needs. (Udriyahetal, 2019).

Competitive advantage is a situation where an organization is able to maintain its position in the market as long as competitors remain. Competitive advantage can be obtained from strategic capabilities where companies choose to compete in targeted markets (Russell and Millar, 2014). Competitive advantage is obtained through the development of internal and external conditions so as to obtain the right competitive strategy (Hartanto & Kholil, 2018). In achieving competitive advantage, small entrepreneurs must have openness to many things including culture, work processes, technology that enables creativity so that they can implement new work systems and can accept new challenges with enthusiasm (Dalimunthe and Pujiati, 2022).

2.3 Innovation Performance

Innovation is often the basis on which entrepreneurship is built because it provides a competitive advantage. Innovation-based work is the key to achieving competitive advantage in a highly volatile environment (Syamsuri, et, al., 2022). Innovation capability is the willingness and ability to adopt something new, produce something new and the ability to carry out something new so that organizational goals are realized. Innovation capability is the main driver for the economic growth of every country. Lack of knowledge as a factor inhibiting innovation, because these obstacles take various forms such as lack of qualified human resources (HR), lack of information about technology, lack of information about the market, and the difficulty of finding cooperation partners for innovation (Fikri et al., 2020).

2.4 Digitization

The rapid development of digitalization in the global trade sector has given rise to a new digital economy phenomenon. The transformation of the economy from manual to digital has generated significant impacts, especially in the form of technological disruption. If not seriously managed and anticipated, this situation has the potential to become a serious problem that will affect other important sectors. The relationship between the digitization of information technology and economic growth has triggered a huge growth in broadband networks. In addition to affecting various economic transactions, this also has an impact on Gross Domestic Growth (GDP). Finally, adopting information and communication technology or going digital has become a necessity.

Digital technologies have changed the way business-to-business firms operate in business markets and are at the center of the economy. This has transformed economic activity and created new requirements in terms of firm capabilities (Ghandi, et.al, 2018; Azmeh, et.al, and Goldfarb & Tucker, 2019; and Syam & Sharma, 2018). Ahmedov (2020) also outlines that the impact of digitalization on international and global trade can be controversial. Changes in business models of business-to-business firms caused by digitalization have attracted much attention recently (Ritter and Pederson, 2020).

The ability of women entrepreneurs to transform will facilitate the process of accepting new experiences called innovative performance, because they have creative ideas in running a business and have the desire to learn from experience in producing quality, valuable products by utilizing online marketing.

This research uses the framework that by women entrepreneurs carrying out Human Capital Transformation, the quality of Human Resources (HR) will improve, competitive advantage will increase, and innovation ability will increase. These three aspects, which include human resources, competitive advantage and innovation ability, will affect the quality of domestic activities in the family and social activities carried out by women entrepreneurs. Furthermore, this research also wants to prove that the division of roles between men and women is also influenced by innovative performance in creating a transformation of human resources. The framework can be summarized as follows:

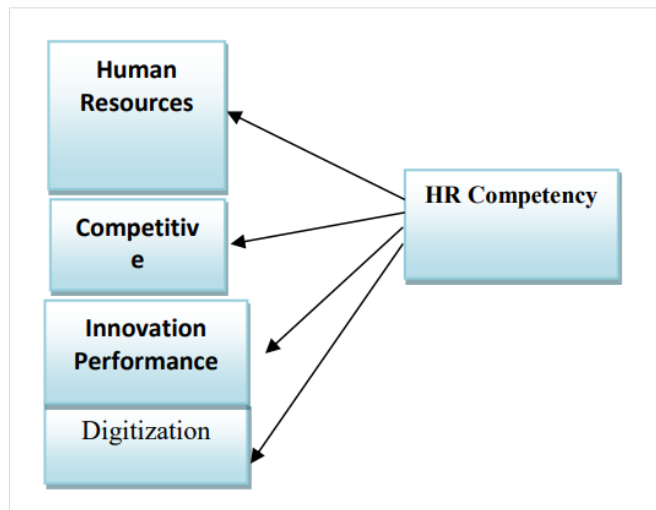
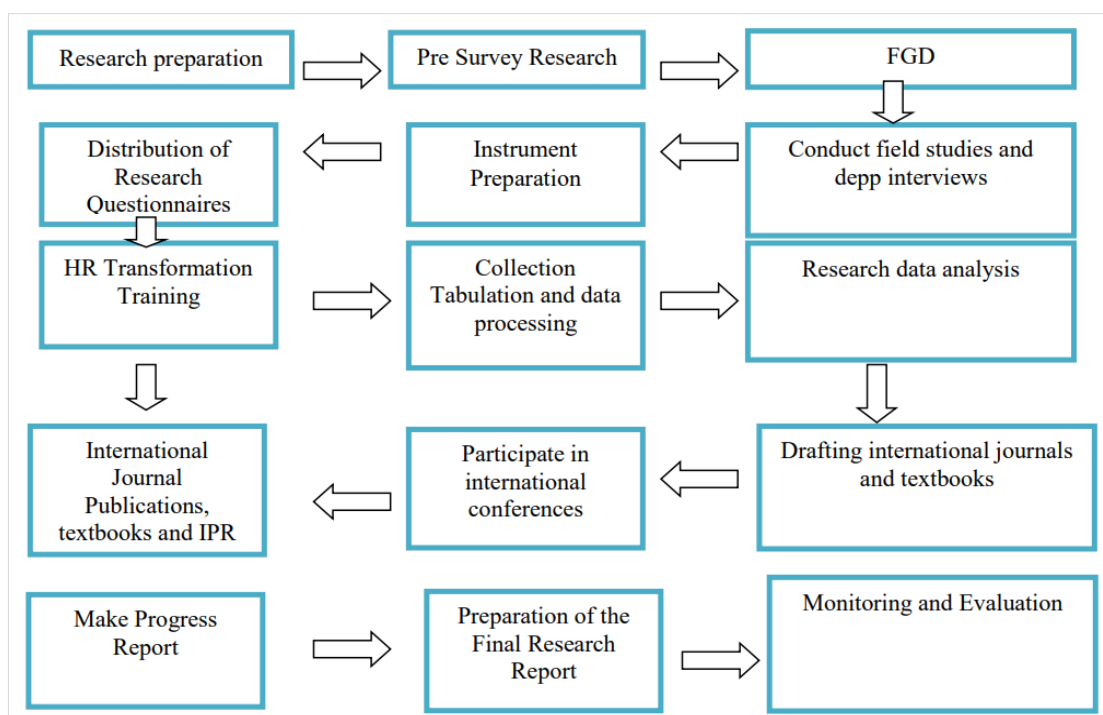


Figure 1. Theoretical Framework

Methods

This type of research is descriptive qualitative research that also involves comparative analysis of roles between women and men. This research is focused on a deeper understanding of how women entrepreneurs can change Human Resources. It is hoped that this study will generate new ideas to utilize the economic, social, and cultural potential of the community in forming a scientific cluster in the field of Human Resources and Women Entrepreneurship. The research sample consists of women entrepreneurs operating in North Sumatra, including Medan City and Deli Serdang Regency. The number of respondents to be drawn in a stratified random manner was 116 women entrepreneurs. Of these, 58 respondents were from Medan City and 58 respondents from Deli Serdang Regency. The objective of this study is to improve the understanding and progress of businesses owned by women entrepreneurs, particularly in terms of the potential owned by the women entrepreneur community to become new entrepreneurs, as well as the development of existing businesses. Following the FGD activities, respondents will be given questionnaires to fill out with guidance and supervision to ensure that data filling is unbiased and effective. In addition, this research will also use secondary data, such as reports on the performance of women entrepreneurs and the number of women business owners in North Sumatra. This secondary data will be obtained from the Provincial, District and Municipal Offices of Cooperatives and Small Businesses, as well as data from BPS. This research will be conducted in locations covering Medan City and Deli Serdang Regency, and will take place from July 2023 to September 2023. The number of respondents determined was 116 women entrepreneurs in the region, with several predetermined criteria. The following is a flow chart of the research that has been conducted:



Results

In this study, the instrument used was a questionnaire with a total of 23 statements for 4 variables. The respondents in this study were women entrepreneurs who were members of the entrepreneurial community in Medan City and Deli Serdang Regency who were still active and existed during the last 3 years. Primary data collection that has been carried out is then analyzed using descriptive analysis.

1.1. Analysis of Respondent Characteristics

The data presented in the results of this study are primary data that have been collected at the time of the research, namely in August-September. Respondents in this study totaled 115 women entrepreneurs in Medan City and Deli Serdang Regency. The following are the results of the analysis of respondent characteristics consisting of age, length of entrepreneurship and business license.

Table 1: Description of Respondent Characteristics

Characteristics		Frequency	Percentage
Age	≤20 Years	1	0.87
	21-30 Years	16	13.91
	31-40 Years	31	26.96
	41-50 Years	42	36.52
	≥51 Years	25	21.74
Duration of Entrepreneurship	<2 Years	10	8.70
	2-5 Years	54	46.96
Business License	6-10 Years	25	21.74
	>10 Years	26	22.61
	PIRT	1	0.87
	OSS	16	13.91
	Halal	34	29.57
	Certificate		
	None	64	55.65

Source: Questionnaire 2023

Based on Table 1 on the characteristics of respondents based on age, it shows that the majority of women entrepreneurs in Medan City and Deli Serdang Regency are 41-50 years old with a percentage of 36.52%. This is because in running their business, women entrepreneurs feel the need to channel their talents, enjoyment, self-actualization, and increase family income for daily needs. At this age, the average female entrepreneur already has children who have gone to school or college so that the need for additional income to meet the needs of children's education. Based on the characteristics of the length of entrepreneurship, the average entrepreneur has had a business for the last 2-5 years with a percentage of 46.96%. In a time span that is not too long, it allows women entrepreneurs to not make many innovations and have competitiveness that is still relatively low. So that women entrepreneurs need to increase their potential and strengthen their competitiveness in order to become superior women entrepreneurs. As for business licenses, the majority of women entrepreneurs still do not have a business license, be it IPRT, OSS or Halal Certificate, 55.65%. However, those who have a halal certificate are quite a lot, there are 34 female entrepreneurs who already have a halal permit. This is due to the lack of education provided to women entrepreneurs about the importance of licensing the legality of their business so that it is more developed and able to compete with other products and the limitations of women entrepreneurs in getting access to facilitate them in obtaining business licenses that are managed.

1.2. Analysis Description

The description of the answers to the results of the questionnaire and in-depth interviews that have been conducted to respondents illustrates how the distribution of respondents' answers to the questions asked in the questionnaire. The following are the results of the distribution of respondents' answers which can be seen in the following table:

Table 2: Distribution of Respondents' Answers to Innovative Performance Variables

Innovation Performance	STS	TS	KS	S	SS	Total	Mean	Description
	F	F	F	F	F	F		
	%	%	%	%	%	%		
I think the entrepreneurial mindset greatly influences the development of the business.	0	2	4	46	63	115	4.48	Very High
	0	1.74	3.48	40	54.78	100		
I think innovation can improve business	0	0	1	64	50	115	4.43	High
	0	0	0.87	55.65	43.48	100		
I think using social media can increase business revenue	0	15	2	51	47	115	4.3	High
	0	13.04	1.74	44.35	40.87	100		
I am always looking for new and better methods and ways of working.	22	34	11	45	3	115	2.77	Low
	19.13	29.57	9.57	39.13	2.61	100		
I am able to create innovative creativity in the business I run	0	3	9	64	39	115	4.21	High
	0	2.61	7.83	55.65	33.91	100		
I have come up with new ideas for my business.	0	0	7	55	53	115	4.40	Very High
	0	0	6.09	47.83	46.09	100		
I always try to develop new ideas in running my business	0	0	5	60	50	115	4.39	High
	0	0	4.35	52.17	43.48	100		

Source: Questionnaire 2023

Table 2 shows that the highest innovation performance owned by female entrepreneurs is the statement that the entrepreneurial mindset greatly influences the development of the business with a percentage of 54.78%. This is because the female entrepreneur has a dual role in addition to being an entrepreneur as well as being a mother in her family so that the management of emotions and mindset in doing something must be well controlled. If the resulting mindset is not good, then the business being run will not develop and tends to experience setbacks. Therefore, it is important for women entrepreneurs to have an entrepreneurial mindset to make their business develop and have superior innovation creativity compared to other similar businesses. An entrepreneurial mindset is able to improve innovation performance by making adjustments and mindset changes as well as the ability to adapt to new opportunities and overcome challenges that arise in the future. An entrepreneur must be able to do what it takes to turn ideas into reality (De Jong, 2006).

The next high statement is being able to provide new ideas for the business being undertaken. To create these new ideas, creativity and innovation are needed to think out of the box and create new and unique solutions for the business being undertaken. (Zhou and George, 20021) the characteristics of entrepreneurs who have innovative performance are 1) finding out new technologies, processes, techniques and new ideas, 2) generating creative ideas, 3) offering and fighting for ideas to others, 4) providing the necessary resources to realize these new ideas, and 5) developing a mature plan to realize the new idea. Armed with their own experiences as housewives, these women entrepreneurs know what the market and consumers need. This tendency makes new ideas continue to emerge and can be implemented properly in the business that is managed to become an independent and sustainable business. However, the statement of always looking for new and better methods and ways of working is still very low due to the dual roles undertaken by these women entrepreneurs. In addition to being able to run their business well, women entrepreneurs are also required to have a domestic role in their family so that there is no imbalance between the role of being an entrepreneur and a housewife, therefore it is a little difficult for women entrepreneurs to always find new methods and ways of working so that all their work and activities can be handled properly.

Table 3. Distribution of Respondents' Answers to HR Quality Variables

Quality of Human Resources	STS	TS	KS	S	SS	Total	Mean	Description
	F	F	F	F	F	F		
	%	%	%	%	%	%		
I include employees in training that can improve work quality	4	15	17	70	9	115	3.57	Simply
	3.48	13.04	14.78	60.87	7.83	100		
I conduct SOP refreshments for employees	2	22	19	58	14	115	3.52	Simply
	1.74	19.13	16.52	50.43	12.17	100		
I train my employees to improve business production	4	21	11	67	12	115	3.54	Simply
	3.48	18.26	9.57	58.26	10.43	100		
I was able to increase my potential in improving the product	4	21	18	64	8	115	3.44	Simply
	3.48	18.26	15.65	55.65	6.96	100		
I have soft skills	0	10	8	62	35	115	4.06	High
	0	8.70	6.96	53.91	30.43	100		

Source: Questionnaire 2023

Table 3 shows that women entrepreneurs have good quality, as evidenced by the 5th statement that women entrepreneurs have soft skills. Skills refer to creative expressions that are in accordance with an individual's ability to perform a particular task or job. Someone who has soft skills can show a level of independence in a job that is done, can be relied upon in completing their tasks, and become a professional in their field. This occurs through training obtained from basic work produced to the required quality standards (Fadhil, 2016). This is the main provision for women entrepreneurs in running their business so that they can continue to progress and survive and exist and have rapid development. (Chang and Rieple, 2013) To get superior human resource quality, at least an entrepreneur must have 4 indicators of entrepreneurial skills, namely 1) technical skills, especially must be able to communicate well and be able to be a good leader for their employees such as including employees in training that can improve the quality of their work. 2) management skills to be able to manage their business in making plans and goals, being able to market their products, being able to manage their business finances, and being able to apply SOPs properly in their business environment. 3) Entrepreneurship skills where an entrepreneur must have the ability to discipline himself, dare to take risks, train himself and his subordinates and be able to make changes. 4) Personal maturity skills, namely self-awareness and being able to take responsibility for decisions and actions taken in running the business. In this case, an entrepreneur must also be able to increase their potential to improve the quality of the products produced in order to increase sales and business income.

Table 4: Distribution of Respondents' Answers to Competitiveness Variables

Competitiveness	STS	TS	KS	S	SS	Total	Mean	Description
	F	F	F	F	F	F		
	%	%	%	%	%	%		
I am able to make new innovations in my business, so that I can compete with other businesses.	6	38	6	38	27	115	3.37	Simply
	5.22	33.04	5.22	33.04	23.48	100		
I offer lower prices than competitors	21	62	12	14	6	115	2.32	Less
	18.26	53.91	10.43	12.17	5.22	100		
I provide the best quality of the products I sell	3	13	24	35	39	115	4.27	High
	2.61	11.30	20.87	30.43	33.91	100		
I am able to plan product marketing	3	11	22	47	32	115	3.82	Simply
	2.61	9.57	19.13	40.87	27.83	100		
I am able to see business opportunities	0	0	1	66	48	115	4.41	Very High
	0	0	0.87	57.39	41.74	100		
I take maximum responsibility for the business I do	0	0	0	53	62	115	4.54	Very High
	0	0	0	46.09	53.91	100		

Source: Questionnaire 2023

Table 4 shows that women entrepreneurs are able to take responsibility for their business to the maximum with a mean of 4.54. To be able to win increasingly fierce business competition, an attitude of responsibility and innovation is needed to be applied to achieve business competitiveness. In this case, female entrepreneurs who are also housewives understand the workload and abilities they have, so that when they decide to become an entrepreneur, the business will be run with full responsibility and managed optimally. In addition, the competitiveness possessed by women entrepreneurs is being able to see business opportunities with a percentage of 57.39%, which means that these women entrepreneurs are ready to compete and develop their businesses both nationally and globally. An entrepreneur must have the ability to create and innovate, the ability to do something new, the willingness and ability to look for opportunities, the ability and courage to bear risks and the ability to develop ideas and mix human resources (Afiff, 2012). To be competitive, entrepreneurs must be able to provide benefits to the target market that are better than competitors. Therefore, entrepreneurs must be able to create products or services that provide value to buyers, know who their customers and competitors are (Porter, 1989).

Table 5: Distribution of Respondents' Answers to the Digitalization Variable

Digitization	STS	TS	KS	S	SS	Total	Mean	Description
	F	F	F	F	F	F		
	%	%	%	%	%	%		
I am able to accept changes and developments in information technology	2	14	22	51	26	115	3.74	Simply
	1.74	12.17	19.13	44.35	22.61	100		
I am able to use social media such as Instagram, Tik-Tok, Facebook, to sell my products.	5	34	18	33	25	115	3.34	Simply
	4.35	29.57	25.65	28.70	21.74	100		
I am able to utilize existing technology to develop my business	4	15	24	43	29	115	3.68	Simply
	3.48	13.04	20.87	37.39	25.22	100		
I am able to brand my business both online and offline.	1	20	18	59	17	115	3.62	Simply
	0.87	17.39	15.65	51.30	14.78	100		
I expanded my network by using digital marketing	1	4	12	53	45	115	4.19	High
	0.87	3.48	10.43	46.09	39.13	100		

Source: Questionnaire 2023

In table 5 regarding the digitization variable, it is found that 46.09% of female entrepreneurs agree to expand the network using digital marketing. This is in accordance with the concept of the Society 5.0 era, which is a condition when society has developed so that it can utilize knowledge to improve their welfare (Usmaedi, 2021). Expanding business networks by utilizing digitalization is an ability that must be possessed by women entrepreneurs in order to be able to adapt to the changes and developments of the times that occur today. Brand and Marketing Institute (BMI) survey results show that most consumers make purchases by considering social media. Data shows that 80% of consumers in Indonesia are strongly influenced by social media in determining what products to buy (Suandy, 2017). In addition, women entrepreneurs must also be able to accept changes and developments in information technology, utilize and develop the use of social media such as Whats App, Instagram, Tik-Tok, Facebook and other digital platforms and must be able to brand their business both online and offline as a form of flexibility and adaptability in order to continue to produce business products that can continue to compete according to market wants and needs.

3.3. FGD Results

A Forum Group Discussion (FGD) was conducted in Medan City and Deli Serdang Regency with 30 women entrepreneurs, 10 stakeholders from non-government observers and 10 stakeholders from government observers. Based on the results of the FGD, it is known that in marketing products, human resources are needed who have the ability to quickly improve soft skills based on existing opportunities. This is done to be able to have an advantage and overcome the problem of changes in consumer tastes or product markets that consumers want. According to them, human resources must also have the ability to take care of permits as business legality to be able to join the community. Because of the

community, small women entrepreneurs can get better training on how to produce their business or products, how to manage their business, and get easy access to business legality.

Women's small businesses should also be able to become important actors in entrepreneurship within the family so that they can invite families such as husbands, children or other family members to produce better products and market products more widely. The existence of a community in entrepreneurship causes women entrepreneurs to avoid loan sharks and also entrepreneurs can have cooperatives that help funds for the entrepreneurs themselves. The role of cooperatives can increase product revenue and produce superior products such as various processed salted fish, processed drinks and handy craft, and with the existence of a business community can make it easier for entrepreneurs who are members to get tool assistance that can be used for the progress and sustainability of their business. The community has a strong influence in encouraging entrepreneurs to produce added value and increase online marketing knowledge such as tiktok and instagram in culinary businesses. Women entrepreneurs who are members of the business community have proven to be more developed and sustainable in running their businesses and their network and market reach have also become wider, such as one of the entrepreneurs from the North Sumatra Association of Indonesian Disabled Women (HWDI) community whose business products have been purchased and collaborated with the Government Office. The community also conducts mapping for small women entrepreneurs who are ready to upgrade and export so that the community can support complete licensing and good packaging. For example, the Indonesian Women Entrepreneurs Association (IWAPI) community has succeeded in producing processed products from telang flowers to be exported to Jeddah, Saudi Arabia.

MSME products really need more innovative and sophisticated technological tools in order to improve product quality and make products last longer. Such as innovation to make oily food more durable by using vacuum frying so that the product is more durable and the aroma does not change. As for creative products such as knitting, we need Non-Machine Weaving Tools (ATBM) that can make songket results better.

Women entrepreneurs should also understand the regulations in Indonesia regarding the policy to have a halal certificate license. The government has determined that by October 2024 all entrepreneurs must already have halal certification. This is a new challenge for women entrepreneurs because most of the raw materials for making the food products they sell are sourced from animals such as chickens and goats, while not many chicken or goat butchers have halal certificates. Therefore, it becomes very difficult for their business products to obtain halal certificates. In addition, women's small businesses should have cooperation with faculties at the University of North Sumatra that have the technological tools and innovations needed. As has been done by the Indonesian Indigenous Entrepreneurs Association (HIPPI) community who have collaborated with the faculty of mechanical engineering so that HIPPI entrepreneurs can get better machines for the production process. Likewise, culinary business products in the form of fried foods should have knowledge of how to fry with appropriate standards and use quality packaged oil and the use of TBAH so that the quality of the product is maintained and not easily rancid.

In addition, the knowledge and skills of women entrepreneurs are also needed in using good packaging for their business products. For women small entrepreneurs who sell food, they should have good packaging such as aluminum foil so that it is airtight so that the product does not spoil quickly. In processing spicy food, you should use quality chili peppers and pay attention to the use of oil that is not repeated, at least only 4 times with 140 degree heat. In addition to how women's small businesses can have clean production rooms and kitchens so that product quality is good, specifically for meat processing, it is also necessary to pay attention to halal slaughtering methods carried out by certified slaughterers. According to Mr. Riri as the supervisor of halal product certification, halal products should focus on chicken that already has a halal label. Meanwhile, the North Sumatra Cooperatives and SMEs office will pay attention to women's small businesses to get free tool assistance. In providing assistance, it is hoped that the relevant agencies will not show favoritism and have a record of who the SMEs have obtained and who needs the assistance of these tools. Therefore, government policies related to SMEs in fostering home-based businesses, especially for women's businesses, must have regulations so that these businesses can be competitive. In this case, the Department of Cooperatives and SMEs of North Sumatra should provide licensing facilities and assistance in making halal certification so that agencies can design cooperation programs with women's small businesses.

Small female entrepreneurs can increase economic growth including Deli Serdang Regency and Medan City so that female human resources must transform to be oriented towards entrepreneurship. Because with entrepreneurship comes economic growth in the area where the women entrepreneurs are located, such as in Medan City and Deli Serdang Regency. Universities and the government should be able to develop small female entrepreneurs so that they are able to develop themselves and see the potential that exists to run their businesses. Women's entrepreneurship has been proven to increase family income and reduce unemployment.

Conclusions

The results of this study prove that in Medan and Deli Serdang women have a very important role in increasing family income. Therefore, women should have a business so that they can generate income and help the family economy and improve welfare. To become a female entrepreneur, it is necessary to transform human resources who previously only worked at home can now become business owners and together with their husbands and families have business activities that bring in income. However, the challenge is that women need to improve their competence in managing their business so that it develops and enter the community and commit with the community to improve soft skills such as skills in producing quality production, marketing with digital technology such as Instagram and TikTok, and taking the time to attend training, guidance, and mentoring conducted by the community where she is.

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