A FRAMEWORK FOR DEVELOPMENT OF SOCIAL NETWORKING SITE SKILL AMONG RURAL WOMEN COMMUNITIES

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Abstract

Purpose: A Social Networking Site (also social networking service or social media) is a platform to make people connected and share anything about them. The purpose of this research to construct a framework for the Development of Social Networking Site Skill to help women in rural areas to face the growth of ICT. This paper discusses how the proposed framework can help them to develop their skills of marketing using the SNS. This kind of effort, hopefully could empower the targeted marginalized group with the knowledge of information engineering, increase their awareness and utilization of ICT in their everyday actions.

Methodology: The data obtained are the result of on-going projects in Setiu Wetlands, Terengganu. Community rural women in Setiu Wetlands are respondent for this study. A total of 30 people (identified as women entrepreneurs) were respondents and profile data was preliminary studies about the skills and existing ICT literacy and internet use.

Main Findings: Based on profiling data that have been collected, a framework for the development of skills in using social media as a business medium has been developed.

Implications/Applications: The framework developed is expected to produce successful entrepreneurs from rural women communities. The entrepreneur will be an example to other women. This effort also is expected to help rural women community can improve the living standards of their families.

Keywords: Rural Women, Social Networking Sites, Social media, non-computer literate, communities, framework.

INTRODUCTION

Social networking websites are virtual communities which allow people to connect and interact with each other on a particular subject or to just "hang out" together online (Biju, 2016; Murray & Waller, 2007; Liu & Dong, 2016). The person to person communication marvels began during the 80s, yet was not famous until four years prior. During the 1980s, we had the Bulletin Board Services (BBS). By the '90s, we every now and again utilized email since it was milder and progressively quick. Facebook was propelled in the year 2004 and the touchy development of the marvels has astounded numerous individuals. Person to person communication currently represents 11 percent ever spent online in the US (Harrington, 2010). SNS development which is increasingly rising has made it the platform of choice by consumers. SNS has been used for various activities such as research, sharing of knowledge, sharing of various flavor foods, travel, and hobbies and so on. In Malaysia, women in rural areas, face an additional set of obstacles as many businesses are run and managed by a single mother.

Furthermore, to the budgetary difficulties and the obligations of being the selective suppliers for their children, most single parents – especially in provincial regions – need training and concentrated business abilities. The Malaysian government has put significant efforts on the promotion of information and communications technology (ICT) as a strategic driver to support and contribute directly to the growth of SMMEs. Substantial investments were built to supply the communications infrastructure to increase accessibility, as easily as to enhance the level of ICT utilization in the various sectors of the economy, between urban and rural regions and among different segments of society. Among the measures taken to connect the advanced partition inside the rustic networks was the foundation of thousands of telecenters which comprising of Pusat Internet Desa, Medan InfoDesa, Community Access Centers and Computer Literacy Classes. Explicit plans were additionally begun to furnish individuals with inabilities, more established residents, and small scale endeavors, single parents, youthful and urban poor to use ICT administrations (Norizan Jamaluddin, Fuzirah, & Shariya, 2010; Piyachat, 2017; Bernik, Azis, Kartini, & Harsanto, 2015; Kamaruddin & Sulaiman, 2017; Luekveerawattana, 2016).

A Social Network Site (SNS) is a platform to get people connected and share anything about them, including interests, activities, real-life story and concern as well across age, political, economic and geographic borders. The top 5 Most Popular Social Networking Sites as derived from our eBizMBA Rank which stated that Facebook is the number one with 1,100,000,000 users, followed by YouTube, Twitter, LinkedIn, Pinterest and Google+. Efforts to discover or develop social innovation to assist rural women in enhancing their livelihoods become a national interest for the time being. The fast changes in technology, the economy have an impact on their lives. Most rural women engage in small businesses in their communities (Anggadwita & Dhewanto, 2016; Nisser & Ayedh, 2017; Salam, 2016). Innovation and women's empowerment are rarely discussed within the same setting, but each has essential values for human advancement. At the basic level, innovations can benefit women by enhancing their welfare in terms of wellness, nutrition, income, and life. Empowering rural women by promoting women's entrepreneurship using e-business has been identified as an important

approach to improve living and promote sustainable growth. Women need to be empowered in order to sustain better livelihood for their families.

RESEARCH BACKGROUND

For the moment, the Malaysia government has given its full commitment and focus on economic progress, especially for women. The previous study indicates many technological developments have an impact and substantially increased the country's economy. ICT development, particularly in social media has more substance to increase the income of entrepreneurs. Business through social media has boosted the income of entrepreneurs and has generated more online entrepreneurs. The Malaysian Government also gave broad backing to this growth by offering a number of initiatives for small entrepreneurs, especially in rural regions in order to grow their clientele to become more successful. Large investments have been formed to offer the communications infrastructure to better accessibility and to enhance the role of ICT in various economic sectors, between urban and rural regions and among different segments of society.

The growth of ICT, especially in social media has diversified methods to increase the income of entrepreneurs. Business through social media entrepreneurs has done to increase tax income and generate more online entrepreneurs. Malaysian Government also gave full support to this growth by providing a number of initiatives to small entrepreneurs, especially in rural areas in order to further develop their businesses to be more successful. Substantial investments were built to supply the communications infrastructure to increase accessibility, as easily as to enhance the level of ICT utilization in the various sectors of the economy, between urban and rural regions and among different segments of society. Among the measures taken to connect the advanced partition inside the country networks was the foundation of thousands of telecentres which involving Pusat Internet Desa, Medan InfoDesa, Community Access Centers and Computer Literacy Classes. Explicit projects were likewise started to furnish individuals with incapacities, senior natives, smaller-scale ventures, single parents, youth and urban poor to utilize ICT administrations (Norizan et al., 2010; Suharti & Pramono, 2016; Weng & Yang, 2016; Shin & Seo, 2017; Humaidi, Shahrom, & Abdullah, 2018; Alahoul, Azizan, & Alwi, 2016).

Manjunatha (2013) said that the participation of rural women in economic activities is really determined. Lack of facilities and limited job opportunities cause women entrepreneurs in rural regions to rent in small scale subsistence economic activities only. Monetary examinations currently see that low degrees of instruction and preparing, weakness and wholesome status, and restricted access to assets curb ladies' personal satisfaction as well as point of confinement profitability and obstruct financial effectiveness and development. Along these lines, the advancement of chances for ladies is basic, for reasons of value as well as on the grounds that it bodes well and is "good development practice" (Shah & Saurabh, 2015). ICT helps people to apply technologies to grow their commercial enterprises. Rural women should not miss the opportunity of conducting e-business. Meenakshi (2015) said that the 21st century is the best time for women to actively participate in business and entrepreneurship.

This study talks about how the proposed framework applied to grow the skills of marketing their commercial enterprises using the SNS. The rural women who are non-computer literate group, need primary attention in developing their awareness and necessary skills towards Social Network Site. An approach or framework is offered to help increase sales of their concern to the worldwide stage. This kind of effort, hopefully, could empower the targeted marginalized group with the knowledge of information engineering, increase their awareness and utilization of ICT in their everyday actions. In addition, they will have the skill to use SNS to maintain and market their products and services effectively. Indeed, it focuses on what they need to learn, how to tailor this to the context in which they operate their businesses, and link it to SNS applications like Facebook, Twitter and so on. For the first start, they will expose to use Facebook as a social media for their business.

PROFILE DATA FOR RURAL WOMEN'S COMMUNITIES

The data obtained are the result of on-going projects in Setiu Wetlands, Terengganu. Community rural women in Setiu Wetlands are respondent for this study. They will be given the skills for using social media in carrying out their business. Their business may only be done on a small scale but it is hoped that with these skills, it will impact on their lives. Indirectly, the standard of living they can be enhanced with sales through social media. The number of these groups was a total of 30 people (identified as women entrepreneurs) and profile data was preliminary studies about the skills and existing ICT literacy and internet use. Before a framework developed, the data profile is very important to understand. It helps us to formulate a framework for skills development using a Social Network Site (SNS) in their business. This information will be utilized to guarantee what kind of SNS can be riveted to this target group. Before the type of SNS is defined, existing skills at this rural women's community should be examined. This is to secure the framework will be developed meets the needs of the participants. One of the existing skills to visualize is the level of basic skills in the use of ICT facilities and also the internet usage of the participants.

Two aspects are viewable in analyzing the use of ICT facilities and internet, namely, the frequency of use for both. The findings are depicted in figure 2. As shown in Figure 2, the usage of ICT facilities is quite high, with 87% (26 out of 30 respondents) owning the wireless technology equipment. Nearly 21 out of 30 from respondents, own a smartphone and use it to access the net. Can be seen from table 1, Facebook was the highest application access by the responder followed by Whatsapp application. Both applications widely used by respondent which 67% (20 out of 30 respondents) and 63%

respectively. WeChat and Instagram are not popularly used apps. Overall, the level of use of ICT facilities among the participants is satisfactory for helping them to use SNS as a business medium.
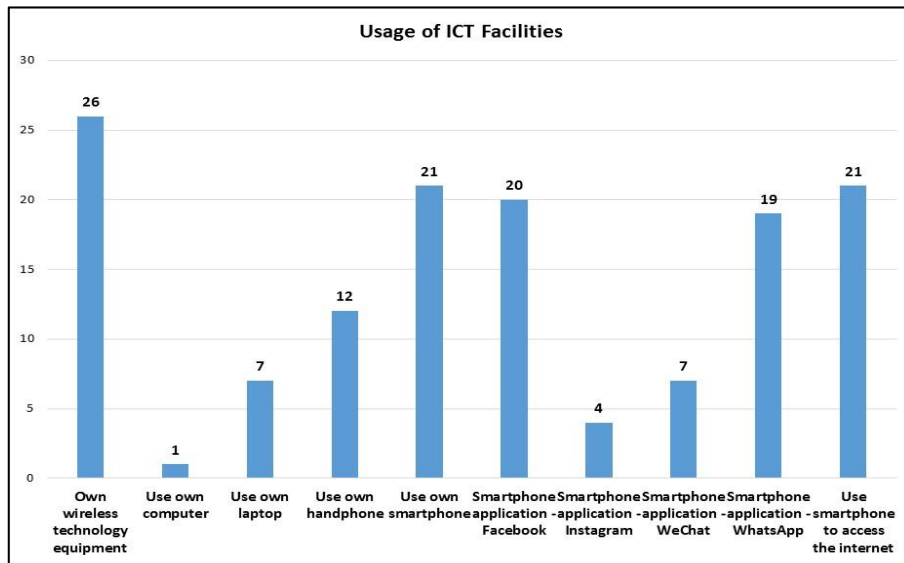

Figure 1: Data for Usage of ICT Facilities

As expressed in Figure 3, the majority of respondents were using the internet, some never find information over the net. The use of email as a communications medium has seen the lowest percentage. Purchase of goods online is even low in terms of percentage which is merely 53% of the respondents i.e. (17 of 30 respondents). This situation may be struck by a lack of knowledge in the surf the web applications and the role of internet facilities. Nevertheless, awareness in ICT has been around and it can be strengthened with the aim of this research.
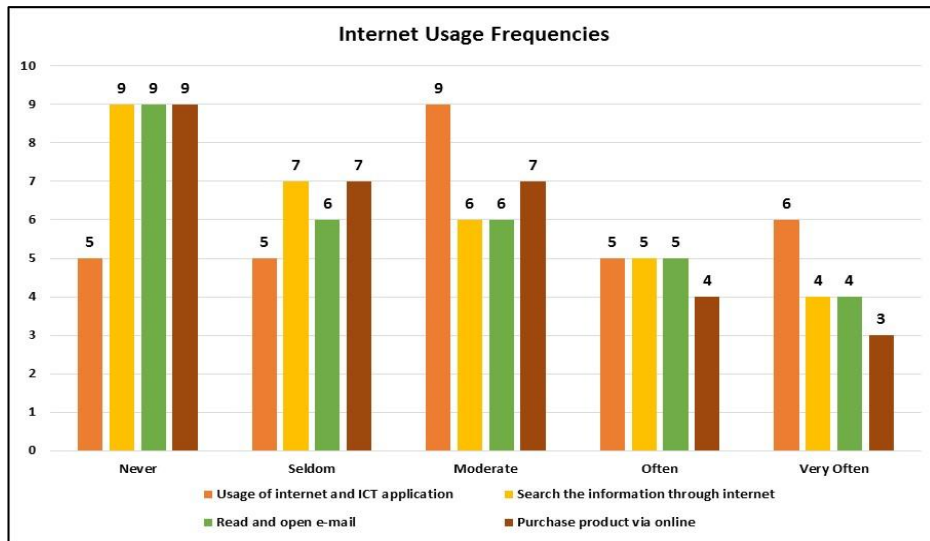

Figure 2: Data for Usage of Internet

In addition to the two above aspects, to obtain an overview of interest the respondent against business, data on interest, attitude and motivation are also gathered. Almost all of the respondents expressed their interest in the business to increase the income of the family. Some motivational factors are identified and forwarded to the respondent. Many are interested to succeed in business. Figure 4 below shows data on this subject. Overall, the majority of respondents are highly motivated to become an entrepreneur and are interested to trade. A percentage of this factor the 80% that is, 24 of the 30 respondents. This is likewise the same part of respondents to be successful entrepreneurs. Many Respondents also rely on their abilities to become entrepreneurs. Only 30% of those have been exposed to the business since the beginning. From this data, this study has seen an opportunity for them to become internet entrepreneurs in order to improve the quality of their lives.
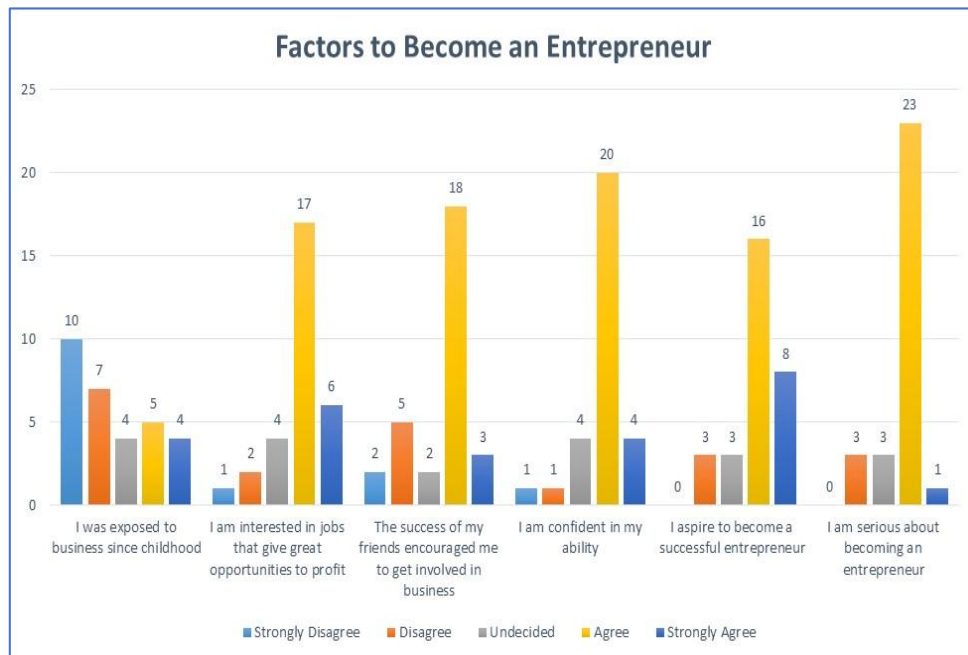
Figure 3: Data for Factors to Become an Entrepreneur

PROPOSED SKILL DEVELOPMENT USING SNS FRAMEWORK

Based on the above profiling data that have been collected, a framework for the development of skills in using social media as a business medium has been developed. The main question that arises is how to motivate the rural women's communities to use ICT in their business. Subsequently how can ICT empower the rural communities? Providing computer and internet access is a fundamental issue. The involvement of universities in providing input and training to rural communities is something that will have a positive impact on society.

The use of internet technology gives better chances to business people to build up their business procedure and accordingly making great business notoriety. E-business can develop over 100% if the correct procedure and plan of action are utilized (Kongmanus, 2016; Norizan et al., 2010). Entrepreneurs, who want to venture into this business via the internet, need to have knowledge and ICT basic skills and a strong interest. Entrepreneurs must also have induced to choose their business models in order to satisfy the needs and requirements in the world of online business.

This developed framework covers all aspects in order to achieve the main objective of the study. Figure 5 shows the Framework for Development of Social Networking Site Skill.
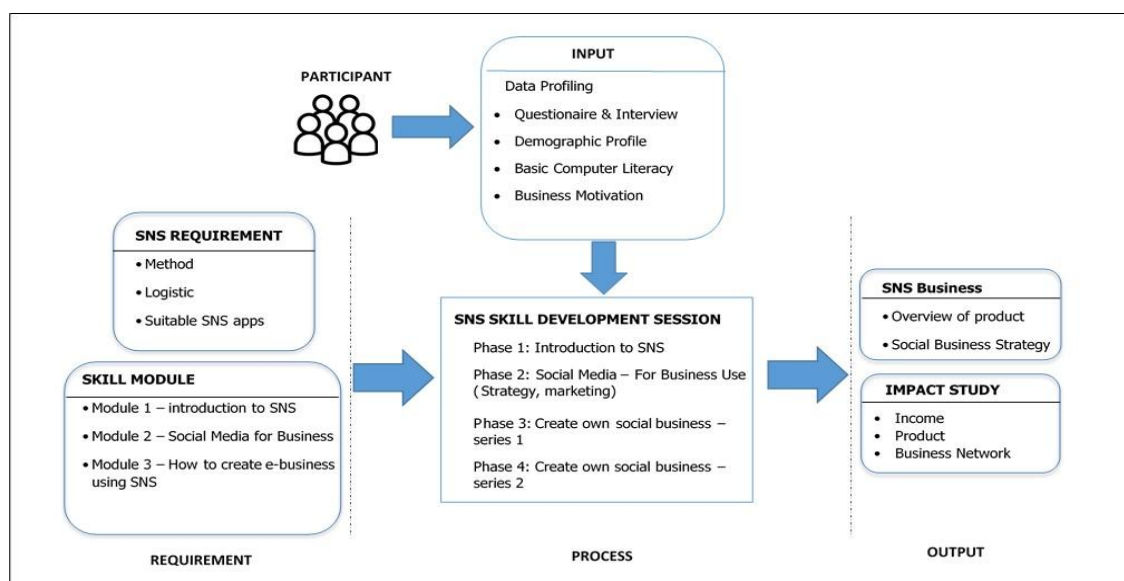

Figure 4: A Framework for Skill Development Using SNS

This framework has four components namely shows inputs, requirements, process, and output. Each component has its functions, respectively.

Input

This component will receive input for data profiles from participants. Participants who want to become internet entrepreneurs need to be interviewed and asked to fill out a questionnaire. Among the items are demographic profile, skills, basic computer skills, including using the internet and factors that contribute to motivation to do business.

Requirement

As a result of the input obtained, requirements associated with the development of SNS should be identified. This component includes the needs of the SNS and the skills module. SNS requirements should be seen in terms of an appropriate method, a place to hold training and the suitability of the type of SNS. These requirements can be identified by analyzing the data was obtained from the first component. Appropriate methods include methods of delivery, handling training session method and management method. This is because participants are made up of rural women who are conversant with computer technology.

In addition, the need to provide a training module is a very important thing. This training module was developed based on the background and the basic skills of participants. A number of training modules need to be prepared as many participants less have basic skills in ICT and the internet. As in Figure 5 above, there are three training modules produced. There is an introduction to Social Networking Site, Social Media for Business and how to create e-business using SNS. All these modules will be practiced within the training session. All participants will be provided these all modules for their reference.

Process

The process component is a component of implementation. There is 4 implementation phase as illustrated in Figure 5 above. The first phase will introduce to participants the basic SNS which includes introduction, advantage, interests, needs and so on. This phase aims at exposing and educating the participants on the importance of SNS in e-business. The second phase, namely Social Media for Business. This phase is more focused on the types of social media or SNS is. Disclose to the participants how the SNS can be used to improve their business income. Entrepreneurs who have successfully invited to tell their respective success. The sharing session, including experience, preparation, challenge, strategy, marketing and the challenges to this module, participants to inspire and motivate participants to become successful entrepreneurs.

Third and last phase is how to create e-business using SNS. These two-phase is more focused on the development of e-business using SNS. Participants will be instructed to create their own accounts, email, and SNS page itself. Participants will be taught to evolve their own pages for the purpose of promoting their products. Participants will be exposed to strategies to sell, advertising systems and the executives of SNS. The primary point of this module is the member has a claim SNS's page and have the option to deal with it appropriately.

Output

The last component is output. This component has 2 output types. First, the SNS participants developed from the previous component. Participants can already start a business increasingly online. The latest information and product images may be updated. New products can be added and aggressive strategy and promotion can be done to attract the attention of buyers to get their products. Participants will continue to be monitored and assisted from time to time to ensure that they are not lost and they keep updating their respective page. The second is an impact study of the framework implementation. Participants will be met and need to answer a review so as to get their information before the examination is made. Matters to be analyzed include the increase in terms of skills, income, business contacts, and a better life. Participants will continue to be monitored and assisted to ensure that they continue to successfully market their products online. It is hoped that with this study, participants can improve family economies, standard of living, consistent in online business to ensure the continuity of their lives and acquire a more meaningful life.

CONCLUSION

The development of Social Networking Site Skill among Rural Women Communities is challenging indeed as the majority of them are first-timers in using the computers. However, this challenge can be overcome with effort through a framework that has been developed. This is because many studies have shown that online businesses can bring many benefits, social, economic and can be started with low capital. The framework developed is expected to produce successful entrepreneurs from rural women communities. The entrepreneur will be an example to other women. This effort also is expected to help rural women community can improve the living standards of their families.

ACKNOWLEDGMENT

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