Women Empowerment in Social media Era That Encourage Sustainability Development

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Abstract

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Indonesia is one of highest level of internet users in the world, that makes people in Indonesia were the most social media users. As a results of a survey conducted by APJII in 2016, approximately 132.7 million Indonesians are internet users, out of a total of 256.2 million Indonesians. However, the number of women who use the internet and social media more than men. That encourages sustainability development, especially in the political field. Social media cause Indonesian women's become more understanding and interested in the condition of political situational in Indonesia. Moreover, the Government also supported this new fenomena and it can be seen from the number of women who became head of the region in this country. Hence, this encourage women national leaders and activists who joined in the Indonesian Women's Movement to declare the National Awakening Movement volume II in last May. Driven by the women activists, when they saw the phenomenon of the spread of radicalism that contradicts the ideology of Indonesia (Pancasila) pass through social media. Therefore, they need to rise it up and reposition the pillars of nationality in a context adapted to this era. This research is qualitative research, where researchers will conduct interviews, literature study and documentation.

Keywords: women empowerment, social media, sustainability development, women activists
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Introduction

Based on survey conducted by APJII (Association of Indonesian Internet Service Providers) in 2016, approximately 132.7 million people in Indonesian are internet users, from the total of population (256.2 million). Hence, Indonesia became a country with a high number of Internet users[1]. In addition, that caused the number of social media users in Indonesia are higher than many countries. There are many interest things become an issue or trending topics, specially related to political conditional in Indonesia. Many things become interesting things to become an issue or trending topical, especially related to politics in Indonesia. The use of social media is regarded as the presence of a new political era that presents the voice of the people more.

In Indonesia, the culmination of social media happened in 2012 when the supporter of Jokowi-Basuki utilize it to win the election of Governor DKI Jakarta. And increasingly during the presidential campaign that brought Jokowi became the 7th President of Indonesia. The activists from media social seem to be a

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[1]http://wartakota.tribunnews.com/2016/10/24/apjii-pengguna-internet-capai-1327-juta

decisive and high-value political force[2]. The era of social media has the potential to change the way people consume politics and increase access to political media for better. Social media provides a uniques mechanism through which representative can actively receive input from their constituents in a concise and manageable format[3].

In the present era of electronic revolutions when the social media has became the means and end of all communication even, political parties are also considering social media for their marketing and advertising purpose. Social media is a form of digital media which provide a place for political marketer to create a political marketplace, where candidates, government official and political parties can use social media to drive public opinion in the desired directions[4].

Another phenomenon, based on a survey conducted by FinanceOnline, which took data from PEW, Nielsen and BurstMedia, women were more likely to use social media than men[5]. For them, social media is really help them which is busy with their job but also have an obligation to taking care of their familly. Apparently this also impacts their interest in politics. Moreover, the government also supports the current phenomenon by issuing the Act (UU No.8 Tahun 2012). In addition, the General Elections Commission (KPU) has also implemented regulations related to the 2014 Election in the Regulation of the General Elections Commission (PKPU) (Number 7, 2013) on nomination of legislative and executive[6].

Therefore, there are an increasingly number of female who became the leader of a region (eg. Major). That showed an indication of political interest of women. The history of the representation of women in the Indonesian parliament is a long process in terms of the struggle of women in the public sphere. The first Indonesian Women's Congress in 1928, which prompted the emergence and increased women's nationalist spirit, is a turning point in history because of the Congress' role in improving opportunities for Indonesian women to participate in developing, including in political development. In the first general election in 1955, 6.5 percent of those elected to the parliament were women. Following this election, women's representation has ebbed and flowed, peaking at 13.0 percent in 1987.

In 2002, women constituted 8.8 percent of elected representatives. In a country that follows a patriarchal value system, like Indonesia, the chances for women to become politicians are limited because society's perceptions regarding the division of roles between men and women tends to be biased towards thinking that a woman's role should be limited to managing the household. Despite this, during the period of Indonesia's fight for independence, the need for fighters, both men and women, opened up a great opportunity for women to become involved, outside the arena of domestic responsibilities. Society accepted and honored women freedom fighters who joined the struggle on the battlefield, in education, in medicine, and in handling logistics. This opportunity facilitated women's continued involvement in issues that affected them or that were going on around them, as well as political issues[7].

On May 3rd 2017, Indonesian activist women which is came from different background incorporated in the Indonesian Women's Movement declare the National Awakening Movement volume II. Emmy Hafild as a leader of this group told that they need to did that when they saw the spread of radicalism against the ideology of Indonesia (Pancasila) through social media. One of their aims is to reinforce the basic princips of Indonesia's, such as tolerant, mutual respect, mutual cooperation, and consensus. The movement will be carried out peacefully through community education and advocacy of government and legislative policies. According to her, the movement would go on sustainably and not just a declaration. In the declaration that was read out by the initiators, there are six points to be aimed at: strengthening nationalism, strengthening

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[2] http://nasional.kompas.com/read/2016/06/21/19110091/Suara.Rakyat.Media.Sosial.dan.The.New.Politics.

[3] https://www.theecjournal.com/single-post/2017/04/21/Politics-in-the-Age-of-Social-Media

[4] Safiullah, MD, Pramod Pathak, Saumya Singh, Ankita Anshul. (2017). Social Media as an upcoming tool for political marketing effectivenes. Asian Pacific Management Review, 22(1), 10-15.

[5] http://tekno.kompas.com/read/2014/03/12/0943093/Riset.Wanita.Menjadi.Raja.di.Media.Sosial

[6] http://www.esquire.co.id/article/2014/3/368-Keterwakilan-Politik-Perempuan

[7] A few years after independence, the President of Indonesia gave a special task to SuwarniPringgodigdo to lead an Indonesian women's movement. During the independence struggle, centers for provision of logistics were established. See "Zaman Berubah Sesudah Kartini," Tempo, 29 April 1978, pp. 55-57 in Obstacles to Women's Political Participation in Indonesia by Khofifah Indar Parawansa.

Bhinneka Tunggal Ika, reinforcing the tolerant of humanity, upholding human rights, preventing manipulation of racisms issues and reaffirming the commitment of political parties and mass organizations not to use racisms issues in achieving political objectives[8]. The rise of Indonesian women in this social media era is expected to encourage sustainable development for Indonesia. According to this background, the authors were conduct research on "Women's Empowerment in Social Media Era That Encourage Sustainability Development".

Literature Review

In recent years, the literature about many usages of information and communication technologies (ICTs) in everyday contexts has increased exponentially. The different perspectives in studies on ICT-use seem to suggest that this communicative technology permeates every aspect of everyday life[9]. If this were the case, then it would be logical to suggest that – in addition to the women empowerment in social media era that encourage sustainability development – thecultural and the inter-personal, the political and the democratic systems are alsobeing affected. There are of course many ways of looking at the usage of ICTs in political terms. An important distinction that emerges here is between the use of ICTs in more formal political processes and their use in more informal political processes[10].

This research observed at how social media usage plays a role in influencing women's movement process to encourage sustainability development. Since 1990s, there have been growing discussions of internet activismand how new media have been used effectively by a variety of political movements (Best and Kellner, 2001; Couldry and Curran, 2003)[11]. Despite, internet itself has undergone radical during this time. In fact, the Indonesian Police has stepped in to solve this problem. One of the recent actions by the police was the arrest of several members of SARACEN (a group) who had often spread hatespeech and racism sentiments on social media by order. Ussualy politicians run the hands of others in dropping their opponents, this safe-playing politician will not make his hands bloody because of the issues raised. Simply being the comander that moves the various members of their bodies, they incessantly hit his political opponent. Indeed, in the news, until now the police have not revealed who the customers of SARACEN syndicate which was the spreader of this SARA issue. One thing is certain, the media post news that is not in accordance with the truth, (hoax). The news is shaped according made by order[12].

There were various kinds of news that are not in accordance with the truth (hoax) spread by Saracen has come to the stage of disturbing the community. Even to make many parties fight each other. Therefore, the women activists make a movement against the threat by declaring national awakening movement II which is considered as a trigger in restoring peace in Indonesia. And made Pancasila as a milestone of the peace that was what they expected. The rise of women in political, has begun since the reform era in 1998. The Governemnet also support of Indonesian women become interest in political by issuing law on women's quota of 30% in political parties.

Before, there is a kind of gender issue when women in Indonesia have difficulty to be able to take part in politics, because politics identical with men. The lack of proportion and the presence of women in the role of political institutions narrows the space of movement, as well as the voice of represented women. However, since 2010 there were women who ran for heads in districts that increased sharply. Some of them came from various professions, including artists and academics[13]. In this development progress, most women were in affected group, because they tied with the family. They still experiencing discrimination in

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[8]http://nasional.kompas.com/read/2017/06/03/13140471/gerakan.perempuan.indonesia.deklarasikan.kebangki tan.nasional.jilid.ii

[9]http://eprints.lse.ac.uk/3278/1/ICT-Usage_among_transnational_social_(LSERO)

[10]ibid

[11]Kahn, R., & Douglas, K. (2004). New media and internet activism: from the 'Battle of Seattle' to blogging. (1):87–95 DOI: 10.1177/1461444804039908

[12]   https://seword.com/politik/terciduk-bisnis-sara-oleh-saracen-yang-laris-manis-di-indonesia-ahok-pun-gemetar/

[13]Subiakto, Henry, Rachmah Ida. (2012). Komunikasi Politik, Media & Demokrasi. Kencana Prenada Media Group, Jakarta, Indonesia

the labor market. According to Charlton in his book *"Women, the state and Development",* the state is a means to help women release constraints so that they can participate in economic and political activities. In these day, development of technology are moving so fast. Furthermore, in this In the era of information globalization era, changes in the social and economic in one country, penetrated rapidly to other countries[14].

According to Samuel P Hutington and Joan M. Nelsonin, one form of political participation is influencing the Government role. This partipation can be individual or collective, organized or spontaneous, steady or sporadic, peaceful or violent, legal or illegal, effective or otherwise[15]. That is the aim of the women who joined in the National Awakening Movement II, re-enforcing Pancasila as the basis of the state in obtaining peace of community so that it will support sustainability development. Women's empowerment goes beyond the idea that women are empowered when their capabilities are enhanced or when they are able to compete with men for jobs. Empowerment implies secure livelihoods, the ability to enjoy their human rights, a reduction in the unpaid work that hinders the enjoyment of rights, and meaningful participation as actorsand leaders in their communities[16].

It has been suggested that the rise of social media has brought about the "affective turn" in scholarship (Ratto & Boler, 2014; Hillis, Paasonen, & Petit, 2015; Papacharassi, 2015). The turn in scholarship is needed as the behaviour of individuals has changed. The affective turn in individuals' behaviour can take various shapes, but common for them is that expressions and connections in the social media age are overwhelmingly characterized by affect. Papacharissi (2015), for example, has shown how affective publics are mobilized and connected, identified, and potentially disconnected through expression of sentiment (Papacharissi, 2015)[17]. Social media describes a set of tools that fosters interaction, discussion, and community, i.e., it allows people to build relationships and share information in virtual communities and networks.

That is, social media is about conversations based in authenticity, honesty, and open dialogue. (Tufts University Web Communications, 2013) Some of the various tools of social media include social networks, bookmarking sites, social news, media sharing, microblogging, blog comments and forums, personalized homepages, personalized rich profiles, communities of action, photo sharing, video, wall postings, email, instant messaging, music sharing, wikis, location sharing, podcasts, and virtual worlds (Grahl, 2013; Herrera, 2013; Waters, 2013). Additionally, "social media relates to the technology and platforms that enable the interactive web's content creation, collaboration, and exchange by participants and the public" (Cohen, 2011, p. 1). In 2009, Minneapolis-based Russell Herder and Ethos Business Law surveyed management, marketing, and human resources executives within companies across the US. Results revealed that the most popular social media channels are Facebook (80%), Twitter (66%), YouTube (55%), LinkedIn (49%), and Blogs (43%). (Matthews, 2011d)[18]. The use of social media today in spreading the negative news has reached its peak, until the authorities directly intervene to catch the news hoax spreader.

Worth to remember, to grab attention in social media, it seems that users are obliged to rely on expressing emotional and provocative opinions. Once negative sentiment takes over it is difficult to stop; negative statements tend to follow negative statements[19]. Indeed, this will impact to sustainability development.

In 1987, the Bruntland Commission published its report, *Our Common Future*, in an effort to link the issues of economic development and environmental stability. In doing so, this report provided the

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[14]Hanim, Razya (2010). Perempuan dan Politik: Studi Kepolitikan Perempuan di DKI Jakarta. Madani Institute, Jakarta, Indonesia

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[18] Williams, K. C., Robert A. P., Alfred, R. P. (2014). Green Sustainability and New Social Media. Journal of Strategic Innovation and Sustainability, 9(1/2), 11-33.

[19] ibid

oft-cited definition of sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (United Nations General Assembly, 1987, p. 43)[20]. Sustainable development recognizes that growth must be both inclusive and environmentally sound to reduce poverty and build shared prosperity for today's population, and to continue to meet the needs of future generations. Institutionally, government organizations are typically organized into sectoral ministries and departments. This works fairly well until the system encounters something very comprehensive and highly integrated in nature, such as sustainable development. In practice, sustainable development requires the integration of economic, environmental, and social objectives across sectors, territories, and generations. Therefore, sustainable development requires the elimination of fragmentation; that is, environmental, social, and economic concerns must be integrated throughout decision making processes in order to move towards development that is truly sustainable[21].

The biggest challenge for sustainable development in coming decades will be to operationalize it: to make it occur, or to make an effective transition toward it, in communities, places, and businesses all over the world. Very few seriously question the problems that sustainable development is intended to address- growing environmental degradation and a growing gap between rich and poor. There is also greater understanding that sustainable development is based on a set of principles that would profoundly affect national and international governance[22]. Integrated decisionmaking would ensure that environmental considerations and goals are integrated or incorporated into the decisionmaking processes for development, and are not treated separately or independently. Effecting a transition toward sustainable development would have profound impacts on globalization[23].

With its rise to political prominence, sustainable development has become a legitimate goal for environmental policy. However, as acomplished and multifaceted political issue, sustainable development has posed a great challenge to the policy-makers as to how to translate this ambiguous political ideal into circles of policy-making[24]. According to Rafiqul, Women's empowerment has been pointed out as an indispensable condition to reduce poverty in developing countries of the world. Also, it has been closely related to democratization of those countries, in providing women with rights and opportunities equal to those which men have enjoyed so far. Despite its significance, the issue cannot be said to be solved easily, because there are many factors that prevent its progress[25].

Women's empowerment may be defined as "a bottom up process of transforming gender power relations, through individuals or groups developing awareness of women's subordination and building their capacity to challenge it. Women's empowerment does not imply women taking over of power relations control previously held by men, but rather the need to transform the nature of power relations. Many United Nations (UN) conferences have advocated that women's empowerment is central to sustainable development. The Copenhagen Declaration of the World Summit on Social Development (WSSD)is a case in point WSSD called for the recognition that empowering people, particularly women, to strengthen their own capacities is a main objective of development, and that empowerment requires the full participation of people in the formulation, implementation and evaluation of decisions determining the functioning and well being of societies. The report of the United

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[20] https://sustainabledevelopment.un.org/content/documents/5839GSDR%202015_SD_concept_definiton_rev.pdf
[21] ibid
[22] Dernbach, J. C. (2003). Achieving Sustainable Development: The Centrality and Multiple Facets of Integrated Decision making. Indiana Journal of Global Legal Studies, 10(1), 247-285
[23] Ibid
[24] Mazlum, Semra Cerit. The Politics of Sustainabilite Development: Sustainability Planning in The UK and Turkey (http://www.ies.ee/edrc/pub/vol5/pdf/susdevmed02.pdf)
[25] Rafiqul, Islam Mohammed. (2010). Women's Empowerment for Sustainable Development in Bangladesh. OIDA International Journal of Sustainable Development, 1(8)77-83.

Nations Fourth World Conference on Women is another good example to mention. It called its platform for action on agenda for women"s empowerment (Baden & Oxaal, 1997)[26].

Research Methodology

This paper adapts the women empowerment concepts, which is this theoretical approach to empowerment as such includes two dimensions: one individual and one collective, which serve as the basis for the construction of the methodology. The second basic tenet is the AURA methodology (Auto-Renforcement Accompagn– accompanied self-reinforcement), developed as part of an ATOL research initiative on empowerment as a means of helping to improve civil society. In this process, the African partners, using the theoretical approach to empowerment as a basis, suggested that the concept of empowerment be broken down and analysed in terms of assets (avoir) – knowledge (savoir) – capacity (pouvoir) – will (vouloir). Breaking down the empowerment concept into these four elements has proven to be useful when considering and assessing the results and impact of development programmes[27].

There are four aspects of empowerment, such as;

Assets, this concept refers to greater economic power in terms of material assets such as income, land, tools or technology. This being said, such economic power is not restricted to the possession of resources and wealth, but also includes better health, more time, access to certain services such as loans, information and training, health centres and markets.

Knowledge and Know–How, this means having more practical and intellectual knowledge or skills, enabling a person or a community to make the most of the opportunities that arise. It refers to management of people (leadership), techniques or procedures, training (literacy) as well as the development of thought and reason as critical analysis skills. Know-how highlights the importance of applying knowledge or the ability to translate one's knowledge into action or resources.

Will, this refers to power within, psychological strength or spiritual power: one's values and fears, self-confidence and self-perception. It is the ability and will to make one's own choices for the future, the awareness of one's own life plans as well as the challenges facing one's community. The concept of "will" also includes the two elements of state of mind (being) and the ability to use it towards others (knowing how to be).

Capacity, this means having the opportunity to make decisions, take on responsibility, be free to act as one pleases and use one's resources (assets, knowledge, will). Decision-making encompasses several aspects: the ability to make one's own decisions; the ability to take part in decision-making; the ability to influence decision-making and control those who make decisions on one's behalf; the ability to make decisions for others, and to show authority (in situations where someone has to make the final decision)[28].

In other words, gender perspective of development encompasses a whole range of areas, starting with the way we, as development agents, perceive the needs of those we seek to assist. Moreover, knowing the practical and strategic gender needs of women, their differences and the importance of participation in identifying and meeting these needs by those concerned are paramount to the success of development interventions (Fetenu, 1997).

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[26] Ogato, GS. (2013). The Quest for Gender Equality and Women's Empowerment in Least Developed Countries: Policy and Strategy Implications for Achieving Millennium Development Goals in Ethiopia. International Journal of Sociology and Anthropology, 5(9), 358-372.

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[28] Ibid

Research Limitation and Future Research Study

Important things that become obstacles in this research is the object in this research are still busy to give information about her group movemen. Moreover, this women movement group does not have documentation of the movement that they have done so that researchers have difficulty to get secondary data also.

Future research needs to take advantage of the current limitations to investigate this topic and be empirically supported by theories using quantitative, qualitative or mixed-method-based research. Future studies could also develop relevant frameworks to propose an effective use of social media for creating environmental sustainability awareness in higher education.

Conslusions

Hopefully, this 'women's empowerment ' can fairly be described as a central objective of international development. However, for some considerable time, there has been concern that in becoming mainst ream, the concept has lost much of its radical potential to challenge and change oppressive social relations (Batliwala, 1994). Without a clear understan ding of what is meant by empowerment "agencies run the risk of merely renaming top– down approaches as part of an empowerment policy" (Oxaal & Baden, 1997). Furthermore, while there is now a significant body of literature discussing how women's empowerment has been or might be conceptualised and evaluated[29].

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