



## Research Paper

# Comparative Literature Study: The Role of Women Empowerment in Increasing the Profitability of Umkm in the Era of Society 5.0

Anisa<sup>1</sup>, Gunarti Dwi Lestari<sup>2</sup>, Ali Yusuf<sup>3</sup>, Wiwin Yulianingsih<sup>4</sup>, Mustakim<sup>5</sup>

<sup>1-5</sup>Universitas Negeri Surabaya, Surabaya, Indonesia

\*Correspondence author: [25010985016@mhs.unesa.ac.id](mailto:25010985016@mhs.unesa.ac.id)

## Abstract

Women's empowerment plays a crucial role in increasing the profitability of Micro, Small, and Medium Enterprises (UMKM) in the Society 5.0 era, characterized by the integration of digital technology and artificial intelligence. UMKM, as the backbone of the economy, face challenges in remaining competitive in this digital era. Profitability in the context of UMKM refers to a business's ability to generate optimal profits through increased operational efficiency, product innovation, and expanded market share. Women's empowerment in the UMKM sector can make significant contributions through skill enhancement, expanded market access, and product and service innovation that impact business profits. This study aims to analyze the role of women's empowerment in increasing UMKM profitability in the Society 5.0 era. The research method used is a qualitative literature review, with the aim of exploring and interpreting the results of previous studies related to the role of women's empowerment in increasing UMKM profitability in the Society 5.0 era. Data were obtained from books, journals, and articles relevant to the research topic. Based on a review of 10 related journal articles, it was found that women's empowerment not only encourages increased technical and managerial skills but also opens opportunities for access to global resources and markets. However, challenges such as unequal access to technology and funding continue to hamper the potential for women's empowerment. Therefore, policies that support women's empowerment, such as technology-based training and increased access to financing and business networks, are essential to boost UMKM profitability.

**Keywords:** Women Empowerment, Profitability, UMKM, Era Society 5.0

### ARTICLE INFO

Received: 12 01, 25

Received in revised form: 12 25, 25

Accepted: 12 30, 25

doi: <https://doi.org/10.40159/share.v15i2.60778>



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

© Anisa, Lestari, Yusuf, et al. (2025)

### SHARE SOCIAL WORK JOURNAL

Published by Department of Social Welfare, Faculty of Social and Political Science, Universitas Padjadjaran, Indonesia

**Address:** Department of Social Welfare, Building B FISIP-UNPAD, Bandung Sumedang km 21 Highway Jatinangor, Sumedang  
**Phone/Fax** (022) 7796974, 7796416

### Please cite this article in APA Style

Anisa, A., Lestari, G. D., Yusuf, A., Yulianingsih, W., & Mustakim, M. (2025). Comparative literature study: The role of women empowerment in increasing the profitability of UMKM in the era of Society 5.0. *SHARE Social Work Journal*, 15(2), 90–101. <https://doi.org/10.40159/share.v15i2.60778>

### Abstrak

*Pemberdayaan perempuan memainkan peran penting dalam meningkatkan profitabilitas Usaha Mikro, Kecil, dan Menengah (UMKM) di era Masyarakat 5.0, yang ditandai dengan integrasi teknologi digital dan kecerdasan buatan. UMKM, sebagai tulang punggung perekonomian, menghadapi tantangan untuk tetap kompetitif di era digital ini. Profitabilitas dalam konteks UMKM mengacu pada kemampuan bisnis untuk menghasilkan keuntungan optimal melalui peningkatan efisiensi operasional, inovasi produk, dan perluasan pangsa pasar. Pemberdayaan perempuan di sektor UMKM dapat memberikan kontribusi signifikan melalui peningkatan keterampilan, perluasan akses pasar, dan inovasi produk dan jasa yang berdampak pada keuntungan bisnis. Penelitian ini bertujuan untuk menganalisis peran pemberdayaan perempuan dalam meningkatkan profitabilitas UMKM di era Masyarakat 5.0. Metode penelitian yang digunakan adalah tinjauan pustaka kualitatif, dengan tujuan untuk mengeksplorasi dan menginterpretasikan hasil penelitian sebelumnya yang berkaitan dengan peran pemberdayaan perempuan dalam meningkatkan profitabilitas UMKM di era Masyarakat 5.0. Data diperoleh dari buku, jurnal, dan artikel yang relevan dengan topik penelitian. Berdasarkan tinjauan terhadap 10 artikel jurnal terkait, ditemukan bahwa pemberdayaan perempuan tidak hanya mendorong peningkatan keterampilan teknis dan manajerial, tetapi juga membuka peluang akses ke sumber daya dan pasar global. Namun, tantangan seperti akses yang tidak merata terhadap teknologi dan pendanaan terus menghambat potensi pemberdayaan perempuan. Oleh karena itu, kebijakan yang mendukung pemberdayaan perempuan, seperti pelatihan berbasis teknologi dan peningkatan akses ke pembiayaan dan jaringan bisnis, sangat penting untuk meningkatkan profitabilitas UMKM.*

**Kata kunci:** *Pemberdayaan Perempuan, Profitabilitas, UMKM, Era Society 5.*

### 1. Introduction

The Indonesian economy is a key pillar in driving national economic growth and equitable income distribution. MSMEs contribute significantly to labor absorption and the creation of new job opportunities, thus serving as a primary source of livelihood. Profitability is a key measure of an MSME's ability to generate profits through effective and efficient resource management. This indicator significantly determines the resilience and growth of businesses in the face of market competition and modern economic challenges (Pradana & Sumiyana, 2023).

Women's empowerment in the MSME sector is a key factor supporting increased business capacity and the quality of business management. Women play a significant role as key actors in various types of MSMEs, particularly in the creative economy and the domestic sector. However, women in micro and small businesses often face obstacles such as limited access to capital, technology, training, and marketing networks. Therefore, women's empowerment programs are aimed at opening access and improving skills, thereby helping them maximize their business potential and driving increased profitability (Sari & Nugroho, 2022).

The challenges of ongoing globalization and digitalization make women's empowerment in MSMEs crucial. Naila Kabeer (1999) defines empowerment as the process of acquiring resources that enable individuals to make strategic choices and control their lives, with three main dimensions: resources, agency, and achievement. Rowlands (1997) adds personal, relational, and collective dimensions that strengthen women's social and economic positions. This approach emphasizes changes in women's capacity as agents of change. In the context of MSMEs, empowerment through training, access to information and digital technology, and strengthening social networks increases the capacity and productivity of women entrepreneurs.

International research shows that this empowerment not only increases income but also encourages innovation and business sustainability. Mayoux (2001) emphasizes the importance of

empowerment for sustainable economic growth, while Alsop, Bertelsen, and Holland (2006) highlight its role in reducing gender disparities and strengthening economic inclusiveness. Therefore, empowerment is key to the success of women's MSMEs in the Society 5.0 era. Although there is a wealth of research on empowerment and digital transformation, studies linking digital training to the growth in profitability of women's MSMEs in Indonesia are still limited. This research is crucial for understanding how digital technology can enhance the competitiveness and success of women's businesses in the Society 5.0 era.

In the digital era and Society 5.0, the use of technology is crucial for increasing the competitiveness of MSMEs. Integrating digital technology can expand market access, accelerate production processes, and improve marketing efficiency. However, a number of female MSMEs are still unable to optimally utilize digital technology, resulting in low business profitability. Women's empowerment, focused on improving technological and business management skills, is strategic for supporting the development and sustainability of MSMEs (Yonaldi, 2018).

Beyond economic aspects, increasing MSME profitability also has important social implications, such as improving family welfare and strengthening women's roles in society. The success of businesses managed by women can strengthen their position as agents of development while encouraging inclusive and sustainable economic growth. Therefore, studying the relationship between women's empowerment and MSME profitability is crucial for formulating gender-equitable development policies oriented toward improving the quality of life for the community (Wulandari & Prasetyo, 2023).

Women play a crucial role in national development, particularly in the economic sector, as well as in their role as mothers, who are the primary educators of the nation's future generations. Furthermore, women also contribute significantly as a main pillar in the Indonesian economy, both domestically and internationally. One example is in the economic sector of Micro, Small, and Medium Enterprises (MSMEs), which are dominated by women. In Indonesia, there are more than 30 million entrepreneurs in the micro, small, and medium sector, of which approximately 60 percent are women (Ministry of Women's Empowerment and Child Protection of Indonesia, 2019).

In line with 2024 BPS data published in press release number B-143 on May 23, 2025, as many as 64.5% of MSMEs in Indonesia are women, equivalent to 37 million people. This figure reflects the significant contribution of women in the MSME sector. This figure reflects the significant contribution of women in the entrepreneurial sector, demonstrating not only their role in strengthening the domestic economy but also their increasing role in driving inclusive and sustainable economic growth in Indonesia (Aravik et al., 2025).

According to Yonaldi (2018), the MSME sector plays a crucial role in strengthening the Indonesian economy. However, women's participation in the business world is still not optimal. In the era of Society 5.0, many creative economy entrepreneurs still lack the ability to utilize technology. This impacts MSME profitability. Therefore, women's empowerment plays a crucial role in the marketing process of MSME products. The role of MSMEs is not only focused on increasing income but also contributing to economic equality (Nur, 2017). This is understandable because the MSME sector involves various levels of society through various types of businesses.

Currently, women entrepreneurs in the micro, small, and medium enterprise sector still face significant challenges that hinder their progress, preventing them from fully establishing themselves or achieving optimal performance. These challenges encompass various aspects, including technology, raw material processing, capital, and marketing (Yuniarti, 2019). The main obstacles faced by micro, small, and medium enterprises, including those owned by women, include product marketing, capital, and limited human resources, both in terms of workforce quality and access to technology. Furthermore, there are challenges related to women's low control of productive assets, which further complicates their position in developing sustainable and competitive businesses (Ministry of Women's Empowerment and Child Protection of Indonesia, 2019). Women's empowerment is key to driving economic growth and inclusivity. Women play a significant role in the MSME sector, yet face diverse challenges.

Empowerment can be understood as a sustainable effort aimed at promoting social change, with a primary focus on solving problems faced by society. This process aims to increase the capacity of individuals or groups to meet their basic needs and overcome various social, economic, and cultural

challenges, thereby achieving greater community well-being. According to Saugi & Sumarno (2015), in the empowerment process, communities will gain learning that enables them to independently undertake efforts to improve their quality of life and achieve better conditions. Therefore, empowerment must be carried out with active community involvement, through a gradual, ongoing, and sustainable approach. In this context, to increase the market share and performance of MSMEs, a strategic step that needs to be designed and communicated to MSME actors is the development and implementation of optimal empowerment (Sutinah et al., 2020).

The Society 5.0 era is driving change for society in all sectors, including the economy. The human-centered concept of Society 5.0 utilizes digital technologies such as artificial intelligence and robotics to create a more efficient and sustainable economic system. One of the economic contributions of Society 5.0 is increased productivity and efficiency through advanced technology that optimizes production processes, reduces human error, and lowers operational costs.

Furthermore, it is capable of fostering innovation and creating new economic sectors, such as opening up new job opportunities requiring digital skills and the growth of the technology-based industrial sector (Nugroho et al., 2023). This marks a significant development in the integration of digital technology and creating opportunities for micro, small, and medium enterprises (MSMEs). This aligns with Darwis et al. (2022) who stated that empowerment activities are one way to strengthen community potential and also open up various opportunities towards a more independent and empowered society. Technology plays a role in empowering women MSME entrepreneurs through easier access to digital marketing information and increased productivity.

However, despite the significant potential of women's empowerment to increase MSME profitability in the digital era, there is still little research examining the relationship between women's empowerment and MSME business success, especially in the era of Society 5.0. Many studies focus more on technical or sectoral aspects, without highlighting how gender and technology interact to create new opportunities to increase competitiveness.

Answering the research gap, this study aims to explore the role of women's empowerment in increasing the profitability of MSMEs in the Society 5.0 era, using a comparative literature study approach. This study will compare the results of previous studies and then identify the factors that influence the success and weaknesses of women in utilizing technology for the success of their businesses. The following is the research that will be reviewed, namely This study will compare the results of several previous studies that specifically discuss the empowerment of female MSMEs through the use of digital technology in various contexts.

Sutinah et al. (2020) used socialization and interactive discussion methods to empower local MSMEs in Tuban Regency with a focus on the application of digital technology as a response to changing consumer characteristics in the digital era that increases global competition. Linawati et al. (2018) conducted community service in the form of e-commerce training for two days to increase the understanding of female MSMEs in Denpasar City, which was proven to contribute to increased sales and income. Wildan Saugi and Sumarno's research used a participatory action research (PAR) approach and explained that structured training in local food processing was able to increase the knowledge and income of women's MSMEs in Pagerjirak Hamlet, Kejobong, Purbalingga.

Purwana et al. (2017) revealed that although MSMEs in Malaka Sari Village, Duren Sawit, showed a high interest in utilizing social media as a digital marketing tool, most still did not actively use it. Rafika et al. (2023) used a qualitative approach to assess the local government's strategy in empowering the community by improving the quality of the MSME creative industry in Bekasi, but found that limited socialization hampered program optimization. Swasono et al. (2023) through in-depth interviews and observations of business operations highlighted that empowering MSMEs with skills training, business management assistance, and marketing support effectively increased business growth and profitability of Bakmie Purnama. Kilani et al. (2022) in their literature study emphasized that the digitalization of the economy in the creative economy sector during the pandemic expanded the market reach for MSMEs.

Asmar et al. (2024) used a mixed approach to examine the empowerment of MSMEs in Kragilan Village through digitalization, which helps entrepreneurs face challenges and increase revenue. Wahyuni and Ariyanto (2023) in their community service study identified various obstacles in the development of MSMEs in Gambirmanis Village, such as a lack of knowledge about business legality and product marketing, despite the attractiveness of local products. Finally, Iswakarni (2024) used a pre-test and post-test evaluation method to show that entrepreneurship education significantly improves the skills and understanding of sustainable business management for MSMEs in Pare-Pare City. By comparing and integrating the findings from these studies, this study aims to identify factors influencing the success and challenges of women in utilizing technology to increase the profitability and sustainability of their businesses in the Society 5.0 era.

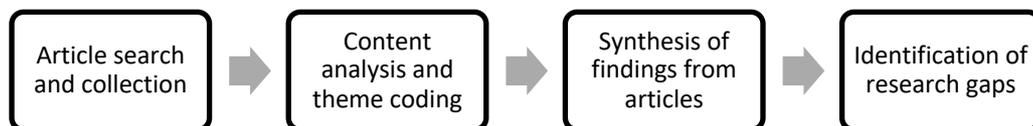
**2. Methods**

A research method refers to a series of approaches or steps implemented in a study with the aim of solving a problem or answering a research question. The research method used was a qualitative literature review, aimed at exploring and interpreting the results of previous research related to the role of women's empowerment in increasing the profitability of MSMEs in the Society 5.0 era. The data collection technique employed a literature review, which examined data obtained from various sources.

The criteria for comparison were journals aligned with the research study, and comparisons were made between the current study and existing research to identify novelties. This article was written using a literature review method, which fully references various written works, including published research. The literature review approach was applied by analyzing various references from various sources. This literature review was based on several relevant articles and books as primary references discussing the role of women's empowerment in increasing the profitability of MSMEs in the Society 5.0 era.

*The following is a flowchart of the implementation:*

**Table 1 Article review process**



In conducting a literature review of 10 relevant articles, the review process compared several key categories, including topic focus, research methods, findings, and the social and technological context discussed in each article. The primary focus of the study was women's empowerment in MSMEs, digital training, and its impact on business profitability. A synthesis of the findings revealed that most articles focused more on women's empowerment in general and digital transformation without specifically examining the direct relationship between digital training and the growth in profitability of women-owned MSMEs.

Furthermore, the context of the Society 5.0 era, which demands rapid technological adaptation, also received less attention in most studies. Thus, the research gap identified is the lack of empirical studies specifically linking digital training to increased profitability of women-owned MSMEs in Indonesia within the context of the Society 5.0 era. This gap indicates the need for further research that can provide new contributions to the understanding and practice of empowering women-owned MSMEs through digital technology training as a strategy to increase competitiveness and business success.

**3. Results**

The following is a comparative analysis table that combines the main findings, strengths,

weaknesses, and relevance of 10 journals related to the empowerment of women MSME actors through digital technology:

**Table 2 grouping of articles**

No	Research Title	Key Findings	Superiority	Limitations	Relevance	Theme	Research methods
1	Pemberdayaan Pelaku UMKM Merespon Pergeseran Karakter Konsumen (Sutinah et al., 2020)	The implementation of digital technology is crucial for MSME income.	In-depth socialization and discussion engagement methods.	There is no analysis of gender gaps and women-specific barriers.	Provides an initial overview of the importance of digitalization in women's empowerment.	Increased digital skills	Qualitative, socialization
2	Pemberdayaan UMKM Perempuan Kota Denpasar di Bidang E-Commerce (Linawati et al., 2018)	E-commerce training increased the understanding and sales of women's MSMEs by 70%.	Applied training with quantitative evaluation.	Lack of exploration of socio-cultural barriers of training participants.	Demonstrate the effectiveness of technology training as a form of empowerment.	Increased digital skills	Quantitative, questionnaire evaluation
3	Pemberdayaan Perempuan Melalui Pelatihan Pengolahan Bahan Pangan Lokal (Wildan & Sumarno)	Structured training increases knowledge and income of women-owned MSMEs.	Participatory action research (PAR) approach.	Limited to local context and certain product types	It is relevant to see the contribution of training to increasing profitability.	Increased digital skills	Participatory (PAR)
4	Pemberdayaan UMKM dalam Mendukung Kelangsungan Usaha Bakmie Purnama (Swasono et al., 2023)	Training and mentoring increase business growth and profitability.	In-depth case study of interviews and direct observation.	Case study so the results are difficult to generalize.	Provide concrete evidence of the effectiveness of specific business empowerment programs.	Increased digital skills	Case study
5	Digitalisasi Ekonomi Kreatif di Masa Pandemi (Kilani et al., 2022)	Digitalization expands markets and helps MSMEs survive the pandemic. Digital marketing increases revenue and helps overcome challenges.	Contextual literature review.	Lack of primary data and quantitative measurement of impact.	Supporting the importance of digitalization as a survival strategy in the Society 5.0 era.	Increased digital skills	Literature review
6	Strategi Pengembangan UMKM Desa Kragilan dengan Digitalisasi (Asmar et al., 2024)	Digitalization of marketing increases revenue and helps overcome challenges.	Mixed methods case analysis and interviews.	Regional focus, has not yet examined gender factors specifically.	It is relevant to show that digitalization helps women-owned MSMEs at the village level.	Increased digital skills	Mixed method
7	Pemberdayaan melalui Pendidikan Kewirausahaan di Wilayah Perkotaan Pare-Pare (Iswakarni, 2024)	Entrepreneurship education improves business management skills and understanding.	Quantitative pre-test and post-test evaluation.	Focus on education without deep digital integration.	Demonstrating the role of education as a strategy for empowering women's MSMEs.	Increased digital skills	Quantitative, pre-post test
8	Pemanfaatan Digital Marketing bagi UMKM di Kelurahan Malaka Sari	Most MSMEs are less active on social media despite high interest.	Fokus pada pemasaran digital di lapangan.	Not in-depth factors inhibiting and solutions to technology	Provides an overview of the barriers to using digital marketing technology.	Hambatan akses teknologi	Qualitative survey

	(Purwana et al., 2017)			adoption.			
9	Peningkatan Ekonomi Desa Gambirmanis melalui Legalitas dan Pemberdayaan UMKM (Wahyuni & Ariyanto, 2023)	Lack of legal and marketing knowledge even though local products have high appeal.	Participatory PAR approach.	Technical and administrative barriers are under-analyzed in the context of digitalization.	Underlining the importance of legality and marketing aspects in empowering women's MSMEs.	Barriers to technology access	Participatory (PAR)
10	Strategi Pemerintah Daerah dalam Pemberdayaan UMKM Kreatif di Bekasi (Rafika et al., 2023)	The MSME empowerment program has not been optimal due to limited socialization.	In-depth policy review with interviews.	Only in one area with indications of lack of program implementation.	Demonstrating the importance of the role of government and the socialization of digital empowerment of women's MSMEs.	The role of government	In-depth interview

Based on previous research data collected, a GAP was found that in the era of society 5.0, although there is potential to utilize technology, many MSME entrepreneurs are still unable to optimize digital technology due to limited knowledge and skills. There is a gap that MSME entrepreneurs, especially women, are not able to use technology. Based on a journal by Sutinah et al. (2020) using socialization and interactive discussion methods, it was found that although digital technology is very important to face global competition and increase MSME income, many MSME actors have not been able to utilize it optimally due to limited digital understanding. This study emphasizes the importance of technology-based empowerment as a response to changing consumer characteristics in the digital era.

Linawati et al. (2018) in community service activities revealed that a two-day e-commerce training was able to increase female MSME actors' understanding of the digital economy by around 70%, which has an impact on increasing sales and income. However, the main challenge still arises from low digital literacy so that not all female MSME actors can access and use technology effectively. Similar findings were also found in research by Wildan Saugi & Sumarno, which emphasized the importance of structured training to improve the knowledge and business management of women's MSMEs to increase income. Thus, these studies illustrate a significant gap between the potential of digital technology in the Society 5.0 era and the actual ability of female MSMEs to adopt it, primarily due to limited digital literacy and skills that still need to be addressed through more systematic training and mentoring.

Furthermore, research by Iswakarni (2024) indicates an increase in women's bookkeeping and business management skills. This study used pre-test and post-test evaluation methods for entrepreneurship training for MSMEs in Pare-Pare City and found that entrepreneurship education improved business management skills and understanding, including bookkeeping, a crucial factor in sustainable business management. Based on Iswakarni's (2024) research, it was found that MSME entrepreneurs have a strong willingness to learn, and that training in technology utilization has improved their bookkeeping skills. However, some government training programs have experienced obstacles due to the lack of staff and stakeholders, where the empowerment program has not run optimally due to a lack of socialization and coordination between stakeholders.

Based on research by Linawati et al. (2018), which states that e-commerce training encourages increased income for women-owned MSMEs in Denpasar City. Swasono et al. (2023) supports this by showing that skills training and business mentoring directly increase the profitability of the Bakmie Purnama business managed by women. Furthermore, Wildan Saugi and Sumarno emphasized that structured training in local food processing can increase the knowledge and income of female MSME owners. Research by Iswakarni (2024) also confirmed that entrepreneurship education effectively improves management skills, including bookkeeping, which impacts the sustainability and profitability of women-owned MSMEs.

Finally, Siregar et al. (2025) in their research emphasized that collaboration and innovation led by women entrepreneurs in the era of technology 5.0 strengthens the innovation ecosystem while encouraging inclusive economic growth through the use of modern digital technology. The combined

results of this research strengthen the argument that women's empowerment through comprehensive digital training covering digital branding, online marketing, business management, and innovation is the main key to increasing the profitability and competitiveness of MSMEs in the era of Society 5.0. These initiatives not only empower women as entrepreneurs but also strengthen their contribution to inclusive and sustainable digital economic growth.

Based on these findings, previous researchers recognized that MSME entrepreneurs, especially women, urgently need empowerment through training and mentoring in the use of technology for product branding, marketing, and streamlining business processes. In the era of Society 5.0, previous researchers also recognized the importance of empowerment for MSME entrepreneurs. The technological backwardness of MSMEs in this modern era is a particular concern, given that MSMEs are the backbone of the country's economic development, particularly in terms of inclusive economic growth.

Furthermore, empowering women among MSME entrepreneurs has been proven to increase MSME profitability. The era of Society 5.0 has encouraged and opened up significant opportunities for MSMEs to contribute to marketing their products through advanced technology. The limited ability of MSMEs to operate and utilize technology poses a significant challenge for MSMEs, as the role of women in the MSME sector in training and mentoring MSMEs has not been effectively implemented.

#### **4. Discussion**

Empowering Women in MSMEs in the Digital Era Women's empowerment in MSMEs is a strategic issue that has received widespread attention worldwide. The theoretical approach to empowerment developed by Naila Kabeer (1999) with three main dimensions resources, agency, and achievement serves as an important framework for comprehensively understanding the dynamics of women's empowerment in the digital and global era. Various studies, from local to international contexts, complement each other in highlighting the challenges and opportunities.

##### **Utilizing Digital Technology as a Key to Empowerment**

The empowerment of women in MSMEs is inextricably linked to the continued development of digital technology. Sutinah et al. (2020) and Linawati et al. (2018) emphasize that digitalization in marketing and online transactions is key to expanding markets and significantly increasing revenues. Digital technology, as a resource, provides crucial opportunities for market dominance and increased economic control. However, socio-cultural and gender barriers that limit women's agency in adopting technology remain significant challenges, demonstrating that digital technology resources are not yet fully inclusive (Alsop, Bertelsen, & Holland, 2006; Mayoux, 2001).

##### **Training and Education as Empowerment Strategies**

Training and education are important strategies in developing the agency of women MSMEs. Studies by Linawati et al. (2018), Wildan Saugi & Sumarno, and Iswakarni (2024) show that structured technical training and entrepreneurship education improve skills and knowledge, which positively contribute to profitability. However, the limited coverage and less than optimal integration of digital training indicate the need for more holistic programs that develop soft skills and digital literacy. A similar approach is also suggested in international literature, which emphasizes the importance of developing women's holistic capabilities (Kabeer, 2001; Narayan, 2005).

##### **Social Barriers and Government Influence**

The dimensions of women's resources and agency are also significantly influenced by socio-cultural conditions and government policies. Rafika et al. (2023) and Wahyuni & Ariyanto (2023) show that the implementation of government programs is often suboptimal due to limited outreach and

administrative barriers, including obtaining business legality and access to financing. This indicates that some women in MSMEs still face structural barriers that hinder their achievement. Global studies suggest the need for gender-sensitive policies and local contexts, as well as effective monitoring approaches, to support sustainable empowerment (Cornwall & Edwards, 2014; Chant & Sweetman, 2012).

### **Relevance to the Study of Women's Empowerment in MSMEs**

Findings from various articles emphasize the importance of synergizing digital technology, training, agency concepts, and effective policy support to overcome socio-cultural barriers in improving the capabilities and achievements of women in MSMEs. Local qualitative studies provide rich evidence regarding field dynamics, but mixed methods approaches and longitudinal studies are still needed to obtain a more comprehensive and applicable picture and measure long-term impacts (Nussbaum, 2003; Moghadam, 2005). Thus, further research is expected to integrate global and local perspectives to produce empowerment recommendations that are adaptive to the challenges and opportunities of the Society 5.0 era.

## **5. Conclusion**

A literature review of ten related articles shows that women's empowerment plays a vital role in increasing the profitability of Micro, Small, and Medium Enterprises (MSMEs) in the Society 5.0 era. Empowerment through technical and managerial skills training, particularly related to the use of digital technology and e-commerce, significantly improves the knowledge, business management capabilities, and market expansion of women-owned MSMEs. For example, e-commerce training has increased business sales by up to 70%, while training in local product processing significantly improved business revenues. Digitalization and the use of digital marketing technology expand market reach, helping women-owned MSMEs survive competitive situations and economic crises, including during the pandemic.

However, the study also identified several challenges hindering optimal women's empowerment, including low digital literacy, socio-cultural barriers, limited access to capital, and a lack of effective policy support and outreach. These obstacles require a comprehensive and sustainable empowerment approach that focuses not only on technical aspects but also addresses the social and economic factors affecting women MSMEs. The Society 5.0 era, which emphasizes the integration of advanced digital technologies such as artificial intelligence and the digitization of business processes, presents a strategic opportunity to improve the operational efficiency and competitiveness of women-owned MSMEs.

Through empowerment that combines technology training, increased access to financing, and strengthened business networks, women MSME owners can increase the profitability and sustainability of their businesses amidst the digital economic transformation. Thus, women's empowerment not only improves the economic performance of MSMEs but also strengthens women's contribution to inclusive and sustainable economic growth in Indonesia.

## **6. Limitations**

This study, adopting a comparative literature review approach by examining ten journal articles, provides a useful synthesis on the empowerment of women in SMEs. However, from a methodological perspective, several fundamental weaknesses limit the depth of analysis. The entirely secondary approach, without primary data collection such as in-depth interviews or field surveys, results in a reliance on interpretations from previous studies that may not reflect current dynamics in the era of Society 5.0, where digital technology adoption is rapidly evolving.

Additionally, the limited number of articles reviewed risks selection bias, while the narrative-based comparative analysis lacking quantitative elements such as meta-analysis or bibliometrics reduces the empirical strength of the policy recommendations generated. Research limitations also include a lack of generalizability to diverse local contexts in Indonesia. The national focus is general and does not differentiate regional variations, such as cultural barriers between SMEs in Java and remote areas, or

sector-specific differences like culinary and handicraft businesses.

Furthermore, the absence of longitudinal data hinders the evaluation of the sustainability of empowerment impacts, including long-term achievements within Kabeer's (1999) framework post-pandemic or amidst technological disruption. The potential bias from secondary sources further weakens the representation of women's agency, as the perspectives of the main subjects are often mediated through researchers or policymakers. In short, these methodological shortcomings highlight the need for future mixed-methods research with primary data to strengthen validity and applicability in supporting inclusive empowerment for women in SMEs.

### Acknowledgments

*This research was conducted independently without any financial support or external sponsorship. The authors express their sincere gratitude to the State University of Surabaya (UNESA) for providing access to library resources and journal databases essential for this literature review. Special thanks are extended to fellow graduate students and faculty members in the Non-Formal Education program for their insightful discussions and constructive feedback throughout the development of this research. The dedication and perseverance required for self-funded research are sustained through a personal commitment to advancing women's empowerment in MSMEs.*

### References

- Alsop, R., Bertelsen, M., & Holland, J. (2006). *Empowerment in Practice: From Analysis to Implementation*. The World Bank. <https://openknowledge.worldbank.org/handle/10986/7341>
- Aravik, H., Hamzani, A. I., & Khasanah, N. (2025). Women Entrepreneurship In Indonesia: Opportunities And Challenges. *Islamic Banking : Jurnal Pemikiran Dan Pengembangan Perbankan Syariah*, 10(2), 327–348. <https://doi.org/10.36908/isbank.v10i2.1422>
- Asmar, A. mufti mubarak, MS, andi trisnowali, Arifin, S., & Arifin, M. Z. (2024). *Strategi pengembangan UMKM Desa Kragilan menuju wirausahawan desa yang berbasis digitalisasi dalam program KKN-MAS*. 4(November), 229–238.
- Darwis, R. S., Miranti, Y. S., Saffana, S. R., & Yuandina, S. (2022). Kewirausahaan Sosial Dalam Pemberdayaan Masyarakat. *Focus : Jurnal Pekerjaan Sosial*, 4(2), 135. <https://doi.org/10.24198/focus.v4i2.37495>
- Dhamyantie, E., & Fauzan, R. (2017). Penguatan Karakteristik Dan Kompetensi Kewirausahaan Untuk Meningkatkan Kinerja Umkm. *Matrik : Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan, March 2018*. <https://doi.org/10.24843/matrik:jmbk.2017.v11.i01.p07>
- Hapiz, M., Septia, L. P., Aprilianti, D., Aprilianto, D., Maulida, I., Muhammad, F., Shaafia, A., Hilman Maulana, M., & Herdiana, D. (2025). Analisis Kebijakan Pengembangan UMKM Digital di Indonesia: Tantangan dan Peluang. *Madani: Jurnal Ilmiah Multidisiplin*, 3(5), 36–44. <https://doi.org/10.5281/zenodo.15538100>
- Hapsari, F., & Surya, S. D. (2018). Efektivitas Kelembagaan Sosial Masyarakat dalam Pemberdayaan Wanita dan Keluarga di Kelurahan Cirasas. *JABE (Journal of Applied Business and Economic)*, 4(3), 266. <https://doi.org/10.30998/jabe.v4i3.2483>
- Hubeis, M., Purwanto, B., Dewi, F. R., Widyastuti, H., & Febtyanisa, M. (2015). Strategi Pengembangan UMKM Pangan Yang Berdaya Saing di Indonesia. *Prosiding Seminar Hasil-Hasil PPM*, 1(1), 126–143.
- Ibrahim, L. F., Pratidina, G., Seran, G. G., Studi, P., Publik, A., Ilmu, F., Politik, I., Tol, J., No, C., & Bogor, K. P. (2019). Implementasi Program Pemberdayaan Perempuan Korban Implementation of the Program of Empowering Domestic Violence Victim Women in Bogor City. *Jurnal Governansi*, 5(April), 89–97. [https://scholar.google.com/scholar?start=30&q=peningkatan+kualitas+hidup+pemberdayaan+p+erempuan&hl=id&as\\_sdt=0,5#d=gs\\_qabs&u=%23p%3DV5ikynxsEasJ](https://scholar.google.com/scholar?start=30&q=peningkatan+kualitas+hidup+pemberdayaan+p+erempuan&hl=id&as_sdt=0,5#d=gs_qabs&u=%23p%3DV5ikynxsEasJ)
- Iswakarni, O. (2024). *Jurnal Pengabdian Masyarakat ( PENGAMAS ) Pemberdayaan Masyarakat Melalui Pendidikan Kewirausahaan : Studi Kasus pada Usaha Mikro Kecil Menengah ( UMKM ) di Wilayah*

- Perkotaan ( Kota Pare-Pare , Sulawesi Selatan ) Community Empowerment Through Entrepreneur.* 1(3), 273–289.
- Kabeer, N. (1999). Resources, agency, achievements: Reflections on the measurement of women's empowerment. *Development and Change*, 30(3), 435–464. <https://doi.org/10.1111/1467-7660.00125>
- Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Indonesia. (2019). Kebijakan dan Strategi: Peningkatan Produktifitas Ekonomi Perempuan (PPEP). *Kementerian Pemberdayaan Perempuan Dan Perlindungan Anak Indonesia*, 1–41.
- Kilani, A. F., Susilastuti, D., & Sugiyanto. (2022). Digitalisasi Ekonomi Kreatif di Masa Pandemi Sebagai Upaya Pemberdayaan Bagi UMKM. *Prosiding Seminar Nasional Universitas Borobudur*, 1(1), 326–332. <https://prosiding.borobudur.ac.id/index.php/1/article/view/39>
- Linawati, L., Wirastutia, N. M. A. E. D., Widyantara, I. M. O., Wiharta, D. M., & Mertasana, P. A. (2018). Pemberdayaan Umkm Perempuan Kota Denpasar Dibidang E-Commerce. *Buletin Udayana Mengabdi*, 17(1), 53. <https://doi.org/10.24843/bum.2018.v17.i01.p09>
- Mayoux, L. (2001). *Tackling the down side: Social capital, women's empowerment and micro-finance in Cameroon.* *Development and Change*, 32(3), 435–464.
- Mukoffi, A., & As'adi, A. (2021). Karakteristik wirausaha, modal usaha dan kecanggihan teknologi terhadap kinerja UMKM di masa pandemi Covid-19. *Jurnal Paradigma Ekonomika*, 16(2), 235–246. <https://doi.org/10.22437/jpe.v16i2.12552>
- Nugroho, T. A., Amarco, A. K., & Yasin, M. (2023). Perkembangan Industri 5.0 Terhadap Perekonomian Indonesia. *Manajemen Kreatif Jurnal*, 1(3), 95–106. <https://doi.org/10.55606/makreju.v1i3.1645>
- Nur, I. R. (2017). Peran Dinas Perindustrian, Koperasi Dan Umkm Dalam Pemberdayaan Umkm Sentra Industri Konveksi Di Desa Padurenan Kecamatan Gebog Kabupaten Kudus. *Jurusan Ilmu Pemerintahan Fakultas Ilmu Sosial Dan Ilmu Politik Univesitas Diponegoro*, 1–16.
- Octiva, C. S., Haes, P. E., Fajri, T. I., Eldo, H., & Hakim, M. L. (2024). Implementasi Teknologi Informasi pada UMKM: Tantangan dan Peluang. *Jurnal Minfo Polgan*, 13(1), 815–821. <https://doi.org/10.33395/jmp.v13i1.13823>
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 1(1), 1–17. <https://doi.org/10.21009/jpmm.001.1.01>
- Purwanti, E. (2012). Pengaruh Karakteristik Wirausaha, Modal Usaha, Strategi Pemasaran Terhadap Perkembangan Umkm Di Desa Dayaan Dan Kalilondo Salatiga Oleh. *Lipids*, 12(1), 66–74. <https://doi.org/10.1007/BF02532975>
- Rafika, A., Rofiyanti, E., & Barlian, A. (2023). Analisis Strategi Pemerintah Daerah dalam Pemberdayaan Masyarakat melalui Peningkatan Industri Kreatif bagi Pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) di Kelurahan Kranji Kecamatan Bekasi Barat. *Transparansi: Jurnal Ilmiah Ilmu Administrasi*, 5(1), 104–110. <https://doi.org/10.31334/transparansi.v5i1.2804>
- Rowlands, J. (1997). *Questioning Empowerment: Working with Women in Honduras.* Oxfam.
- Saugi, W., & Sumarno, S. (2015). Pemberdayaan perempuan melalui pelatihan pengolahan bahan pangan lokal. *Jurnal Pendidikan Dan Pemberdayaan Masyarakat*, 2(2), 226. <https://doi.org/10.21831/jppm.v2i2.6361>
- Sutinah, S., Suyanto, B., & Prasetyo, R. A. (2020). Pemberdayaan Pelaku Umkm Merespon Pergeseran Karakteristik Konsumen Di Era Digital. *Jurnal Layanan Masyarakat (Journal of Public Services)*, 4(1), 202. <https://doi.org/10.20473/jlm.v4i1.2020.202-207>
- Swasono, M. A. H., Rizal Bakti, Yusniar, Montaris Silaen, & Afrizal. (2023). Pemberdayaan Pelaku UMKM Dalam Rangka Meningkatkan Kelangsungan dan Mengembangkan Usaha Bakmie Purnama. *Eastasouth Journal of Effective Community Services*, 2(01), 16–26. <https://doi.org/10.58812/ejecs.v2i01.141>
- Syandrawati, K. N. I. (2019). *Pemberdayaan Perempuan Melalui Pendampingan Pengolahan Jamur Tiram Dalam Pemenuhan Kebutuhan Keluarga Di Ukm Kampung Jamur Desa Wadungasih Kecamatan Buduran Kabupaten Sidoarjo.* 1–7.
- Wahyuni, R. dwi, & Ariyanto, A. nur. (2023). *Upaya peningkatan ekonomi desa gambirmanis melalui pemberdayaan masyarakat dalam pengembangan dan legalitas umkm.* 1(1), 292–299.
- Yonaldi, S. (2018). *Kewirausahaan Menumbuhkembangkan UMKM Di Era Digital* ( hafrizal okta ade Putra & berri brilliant Albar (eds.)). PT. Brain Insight Indonesia (bright).
- Yuniarti, Y. (2019). Strategi Pemberdayaan Usaha Kecil dan Menengah (UMKM) di Kawasan Indonesia-Malaysia-Thailand (IMT-GT). *Jurnal Ilmu Administrasi Bisnis*, 1(2), 102–110.

<https://journal.unpas.ac.id/index.php/businesspreneur/article/view/1852%0Ahttps://journal.unpas.ac.id/index.php/businesspreneur/article/download/1852/946>