

Single Mother and Business Online Shop : Opportunities to Fulfill the Family's Economic Needs

Eka Rahma Novia Anggeani^{1,a)}, Angellana Salsabilla olivia^{2,b)}, Alya Puspita Ayu^{3,c)}

^{1,2,3} Fakultas Ekonomi dan Bisnis, Universitas Wijaya Putra, Surabaya, Indonesia

^{A)}Penulis yang bersangkutan: anggrainivia195@gmail.com,

^{B)}angellanaolivia@gmail.com

^{C)}alyapuspitaayu@gmail.com

Abstrak. This study aims to analyze the use of online business services in Indonesia, with a focus on the factors that influence the use of digital services and the challenges they face. Based on a systematic literature review approach from several previous similar studies, the research results show that low digital and financial literacy is the main obstacle for females in optimally utilizing financial technology, especially online business. Being a single mom or single mother is not an easy thing to do. However, being a single mom does not mean that it will be difficult for a woman to be financially independent. Because there are lots of businesses that single moms can do to increase their family's economic income. This research also aims to examine how gender equality influences social transformation and its relationship to economic development. This research investigates how gender equality can drive beneficial social change using an interdisciplinary approach that combines sociology and economics. Analysis of secondary data from various sources, including statistical reports, scientific journals, and case studies, is the research methodology used. The first step will be identified through several studies and journals. Then, using qualitative analysis consisting of interviews, surveys, and case studies on the influence of gender equality on social change.

Keywords: Single mom, Gender Equality, Interdisciplinary, Online Business, Social Transformation

INTRODUCTION

Currently, the term single mom or single mother has been widely discussed among the public; there are widespread issues of divorce due to young marriages and the loss of a husband's responsibility to support his family. The role of being a single mother is something that not all women hope for, but if that happens, women must be ready for everything, including readiness to support the family's economy. The most common thing to do is to work without leaving her role as mother and head of the family for her children. And currently many single moms have innovated to become businesspeople, especially in the digital era, which makes it easier for them to find sources of income and relationships online.

As a single mother, a single mother has a heavy burden to meet her living needs and care for her children. Becoming a single parent with single mom status is a phase that not everyone experiences. Changes in a person's function and role before and when becoming a single parent can influence changes in the economy, social, and psychological. In families, there are times when we experience a crisis, meaning that family life is in a state of chaos, disorganization, direction, and parents lose the authority to control their children. The socio-economic conditions of the life of a single parent, especially a mother, are a phenomenon that in life is very difficult to carry out. In the sense of meeting the needs of the family and their children, such as basic needs and others. But it is important for us to focus on gender equality issues while working towards this goal. To achieve gender equality, the existing injustices and prejudices that women face in various areas of life.

In today's modern era, a woman, especially a single mother, is required to be creative, patient, persistent, and innovative. There are many things that a single mom can do to support the family economy by means of entrepreneurship. Currently, many businesses are operating in the digital era, such as online shops that sell goods and

services online. Online business is a business that is marketed via the internet in various ways so that it can make money. In online business, there are many advantages compared to offline business. According to Arief Darmawan, online business consists of two words, namely business and online. Business is an effort or activity carried out by groups or individuals to make a profit by producing products or services to meet consumer needs.

Basically there are 2 types of online business:

a) Product Creation Business

These are all kinds of online businesses in the form of their own products, whether they are products in the form of services (selling services) or real products. Such as shoes, bags, headscarves and so on.

b) Affiliate Product Business

Affiliate means joining or becoming part of someone who sells a product or service. So you don't have to have your own product, the term is to become a broker. If, for example, you succeed in selling other people's products, you will get a commission of a certain percentage of the sales proceeds.

The study of this research will focus on understanding how women, especially single mothers, can be more involved in the digital economy, which is very important for creating equal access to economic opportunities and empowering women in creating sustainable economic growth. The time for this research will start from 16 November – 19 November 2024, where this research will be carried out around the cities of Surabaya and Lamongan. And the data sources in this research come from 2 primary informants and 1 secondary informant.

METHODS

The research method used in this research is descriptive qualitative. Qualitative research is a method used to explore and understand the meaning obtained by a number of individuals or groups of people ascribed to social or humanitarian problems (Creswell, 2009). This type of research allows researchers to adapt the data collection process according to the context and needs of the research.

This research approach uses a systematic literature review approach with a metasynthesis method. Basically, a systematic review is a research method that combines the results of previous research to provide more comprehensive and balanced facts. The metasynthesis method is a data integration technique to obtain a new understanding or theory or a deeper level of understanding (Hammond, 2002).

The time of this research starts from 16 November to 19 November 2024, the research location is in the community around the cities of Surabaya and Lamongan. The data sources in this research were 2 primary informants and 1 secondary informant. In general, data types and sources can be classified into two parts, namely primary data and secondary data.

- Primary data is a data source that is directly provided from interview responses to several single moms or single mothers who are currently involved in online business
- Secondary data is an indirect source provided from interview responses to people who see or know about the number of single moms who are involved in online business

Samples in qualitative research are not called respondents, but sources, or participants, informants, friends and teachers in research (Sugiyono 2017:91-92). As for The subjects and objects in this research are women who are married and have separated from their husbands, and play a dual role, namely as housewives and working in an effort to fulfill the family's economic needs.

RESULTS AND DISCUSSION

Observation

Observation is the systematic observation and recording of the symptoms being studied. Observation is a data collection technique if it is in accordance with the research objectives, planned and recorded systematically. We observe from several data sources on the internet such as journals and articles related to the problems we are researching, such as the role of a single mother in meeting family needs, what an online business is, examples of online businesses that can be done by a single mom, and the advantages and disadvantages of online business for single mothers.

Interview

An interview is an oral question and answer between two or more people directly. The interviewer is called interviewer, while the person being interviewed is called interviewee. Interviews are useful for obtaining data from

first hand (primary), researchers from other collection techniques, and testing the results of other data collection (Husaini. et al. 2010: 90-93).

We succeeded in conducting interviews with 2 single mothers, 1 lecturer at Wijaya Putra University, and 1 single mom who has succeeded in doing online business

the following are the results of the interviews we conducted:

1. According to interviewee 1, the main motivation is in the children, so if we as single moms don't continue to struggle and work then how will our children's future be guaranteed? Having this online business can really help the economy because the time is flexible and the place doesn't require going outside home so you can still have time with your children. The type of online business that I am currently pursuing is in the food sector. My opinion about women who are married but still want to work is that it is very good because it can help improve the family's economy as well as reduce the burden on their husbands.
2. According to interviewee 2, the main motivation for running an online business is to meet family needs and want to provide the best education for children. By doing business online, I can manage my own work time and find time to spend with my children. The business that I am currently pursuing is teaching tutoring online. My opinion on women who are married but still want to work is that they show extraordinary dedication to the sustainability of the family's economic life.
3. According to interviewee 3, single mothers who are the backbone of the family inevitably have to work and that is a normal thing to do because even though a woman has been left by her husband (divorced) her life must continue and it is impossible if she doesn't work, because of that is a requirement to be able to meet family needs. If there is a single mom who does business online, it is a positive thing as well as a different thing because on the one hand she has to be a housewife and on the one hand she also has to fulfill her financial needs by working. So for me it is a normal thing to do.
4. According to interviewee 4, doing business online has its own challenges for most women, especially single mothers, including a lack of knowledge about digital business developments and the use of social media, lots of business competition, especially among young people who understand more about digital business, limited time needed to do marketing. online because they are busy taking care of the house and children. However, according to source 4, online shop business is a business idea that is suitable for single mothers because they are not bound by time and working hours, while still being able to supervise their children and their home environment.

CONCLUSION

Based on the results of research conducted with the title Single Mom and Online Shop Business Opportunities to Fulfill the Family's Economic Needs, several conclusions were drawn, namely:

a. The dual role of a single mother who is the leader and backbone of the family while still working both at home and outside the home. However, with the ease of digital technology, many single moms, especially in the Surabaya, Lamongan, and surrounding areas, choose to do business online via social media.

b. Doing business online also has advantages and disadvantages for single moms, such as a lack of knowledge about digital business developments and the use of social media, as well as the large number of competitors. The advantage is that you have flexible time that is not tied to working hours while still being able to supervise your children and the home environment.

Overall, this research shows that gender equality does not prevent women, especially single mothers, from still being able to meet their family's needs in the digital era by taking a comprehensive and sustainable approach.

REFERENCE

- Winda, M. E., Sikwan, A., & Abao, A. S. (2022). PERAN SINGLE PARENT DALAM PEMENUHAN KEBUTUHAN KELUARGA (Studi Pada Perempuan di Desa Upe Kecamatan Bonti Kabupaten Sanggau). *SOCIODEV, Jurnal Ilmu Sosiatri (Pemsos)*.
- Pratiwin, D. A., Herdiani, R. T., & Rofiqi, M. A. (2023, April). Peran single parent dalam memenuhi kebutuhan ekonomi keluarga. In *Prosiding Seminar Nasional Literasi dan Pedagogi (SRADA)* (pp. 98-107). Fakultas Keguruan dan Ilmu Pendidikan, Universitas Pancasakti Tegal.
- Dwiyani, V. (2013). Jika aku harus mengasuh anakku seorang diri. Elex Media Komputindo.
- Susanti, A., & Widyaningrum, T. (2020). Women's empowerment through financial technology: A study of Indonesian

- SMEs. *Journal of Economic Empowerment*.
- Fikriansyah. I. (2024, Februari) Bisnis Digital: Pengertian, Kelebihan, Jenis-jenis, dan Contohnya <https://www.detik.com/edu/detikpedia/d-7199043/bisnis-digital-pengertian-kelebihan-jenis-jenis-dan-contohnya>.
- Rahmawati, S., & Hidayat, R. (2021). Digital Literacy and Financial Inclusion: An Empirical Study in Indonesian Small and Medium Enterprises. *Asian Journal of Business and Management*.
- Mulyani, D., & Rahayu, S. (2021). Digital Financial Inclusion and SMEs' Access to Finance in Indonesia: A Gender Perspective. *International Journal of Economics and Financial Issues*.
- Rahayu, A. S. (2017). Kehidupan sosial ekonomi single mother dalam ranah domestik dan publik. *Jurnal Analisa Sosiologi*.