

Evaluating Technosociopreneurship as a Strategy to Improve Woman and Community Productivity in Madura Indonesia

Amaliyah^{1,*}, Siti Intan Nurdiana Wong Abdullah², Mazzlida Mat Deli³, Rindah Febriana Suryawati⁴ and Utaberta Nangkula^{5,6,7,8}

¹ Faculty of Vocational Studies, Universitas Airlangga, Indonesia

² Nottingham Business School, Nottingham Trent University, United Kingdom; diana.abdullah@ntu.ac.uk

³ Graduate Business School, Universiti Kebangsaan Malaysia, Malaysia; mazzlida@ukm.edu.my

⁴ Faculty of Vocational Studies, Universitas Airlangga, Indonesia; rindah.febriana.s@vokasi.unair.ac.id

⁵ School of Architecture and Built Environment, UCSI University, Malaysia

⁶ Adjunct Professor and Senior Research Fellow, Universitas Sumatera Utara, Indonesia

⁷ Adjunct Professor, Institut Teknologi Sepuluh Nopember, Surabaya, Indonesia

⁸ Adjunct Professor and Senior Research Fellow, Universitas Airlangga, Surabaya, Indonesia; nangkula@ucsiuniversity.edu.my

* Correspondence author: amaliyah@vokasi.unair.ac.id

Abstract: The productivity of the business owner among women's community in Madura currently was very weak and is expected to improve after the implementation of our empowerment program. The research method used in this research is descriptive qualitative with primary data sources obtained from interviews. On this basis, this research was conducted to examine and formulate a community empowerment model that can be applied to increase the productivity of the Madurese community. The results of this research show that the women's community in Madura who have businesses in the fields of food, crafts, clothing, batik and so on have generally adopted simple technosociopreneurship strategy. However, the this adopted strategy need to improve further. This could be because their emphasis in the technology sector is still limited to promotional and ordering activities only. In the future, what needs to be improved by the women's community in Madura who have businesses is to try to develop their business management based on technology, starting from business management, sales systems to the recruitment system for members from the community who want to join to become dropshippers or franchise members. It is expected that this paper can start more comprehensive development of technosociopreneurship for the betterment of woman and community in the island.

Keywords: technosociopreneurship; productivity; community; MSMEs; strategy

1. Introduction

Madura is an island which is part of East Java Province with four large cities in it, namely Bangkalan, Sampang, Pamekasan and Sumenep. The dry and barren geographical conditions mean that Madurese people cannot grow crops optimally. In fact, of the total productive land in Madura, only around 9% can be used for rice fields, while the rest is mostly used for settlements, salting and fishing. This is one of the causes of the high poverty rate in Madura.

Madura is classified as an area with a high number of poor people compared to other areas in East Java. There are around 740 thousand poor people in Madura or around 17% of the total number of poor people in East Java. Bangkalan has a poor population of around 191 thousand or 4% of all poor people in East Java. Sampang has a poor population of around 204 thousand people or 5% of all poor people in



East Java. Pamekasan has a poor population of around 125 thousand or 3% of all poor residents in East Java. Sumenep has a poor population of around 218 thousand or 5% of all poor people in East Java. Based on the high poverty rate in Madura, real efforts are needed from the regional government and central government to improve the welfare of the Madurese people. One effort that can be made is to implement a community empowerment strategy that reaches every level of society in Madura, both at the individual, group and community levels.

At the community level, communities have the potential to encourage each other to increase productivity to meet the functional needs of community members. Through empowerment at the macro level, people who are members of a community could not only be able to improve the quality of life and welfare of their community members but also all elements of society around them. Therefore, if macro empowerment in society is carried out evenly and sustainably, it will be able to increase community productivity and produce output through equal distribution of welfare for community members and the surrounding community.

In the context of community empowerment, productivity which is currently not optimal is expected to improve after the implementation of the empowerment program. Based on this, this research was conducted to examine and formulate a community empowerment model that can be applied to increase the productivity of the Madurese community. Apart from being based on phenomena related to the economic field, this research also seeks to highlight phenomena in the field of Madurese culture as the focus of research, especially regarding the position of Madurese women, who on the one hand are positioned as those who are guarded and protected. But in practice, they have an important role in life. It is hoped that this research will not only be able to formulate an empowerment model to increase the productivity of the Madurese women's community.

Issues related to the need to increase the productivity of the Madurese women's community and gender equality are becoming increasingly important to study ahead of the emergence of the industrial revolution 4.0, which brings new challenges in all fields. Based on the explanation above, a connection can be drawn between the potential of society, the need to develop the productivity of the Madurese women's community, and the direction of productivity development towards technosociopreneurs.

2. Review of Theory

2.1. Community Empowerment

Community empowerment is defined from a strategy and process perspective. As a strategy, community empowerment aims to improve the quality of life of the community from a state of deprivation to a better one. Community empowerment strategies target all levels of society so that improvements in community welfare as a form of better quality of life can occur evenly ([Kartasasmita, 1997](#)) As a process, community empowerment includes various actions carried out according to systematic or established procedures to ensure that the strategy formulated can truly empower the community to achieve the desired achievement targets ([Sulistiyan, 2004](#)).

Community empowerment activities are carried out with the main aim of consisting of parties who are part of the community and do not have the power, strength or ability to improve their condition and welfare independently. Therefore, community empowerment has an output target in the form of community independence, namely the condition of the community being able to make plans, make decisions, implement the results of their decisions, and carry out evaluations for continuous improvement.

The results of community empowerment can be felt by the target community in three aspects, namely: 1) The existence of a development process that is felt by the community; 2) Increased self-confidence, management abilities, and sense of being useful to society; and 3) There has been an increase in the social structure of society which is characterized by increasingly strong community bargaining power in the economic, social, cultural and political fields ([Parsons, et al, 1994](#)).

2.2. Community Community

A community is a collection of individuals who interact for three reasons, namely being in the same geographical area, having the same interests and activities, and needing each other to fulfill functional needs ([Osborn & Neumeyer, 1984](#)). The concept of community has four constituent components: people, place, social interaction, and psychological identification. As part of a community, humans carry out every activity and set goals that the community wants to achieve. Each community is formed by designating a certain place as the community environment. Location factors can also refer to the similarity of origin or place of residence of individuals in society. Community members interact with other individuals who are also in the same community.

Society is also a forum for human resources who are members of society who individually have their own potential. This potential can be developed further if social interaction is based on efforts to fulfill

functional needs between individuals in a community. Because the potential of a society is a combination of various types of potential: physical, human, social, financial and environmental. The development of community potential does not only have a positive impact on the individuals who are its members. However, it can also be a driving force for development in a wider scope.

2.3. Community Productivity

Productivity is related to the ratio between input and output based on a period. In the business or business context, productivity is related to efforts to utilize resources to produce products, both in the form of goods and services, as much as possible in the shortest time (Sedarmayanti, 2010). Productivity can be measured from 3 main dimensions: quantity of work, quality of work, and timeliness. The quantity of work is related to the suitability between the amount produced and the minimum standard of results to be achieved. Quality of work refers to the conformity of results with established quality standards. Timeliness is the suitability between the completion time and the time standards that must be met (Idin, 2016).

2.4. Gender Equality Concept

Men and women are created with various advantages and disadvantages of each. On the one hand, this is a natural aspect that is mutually understood. However, on the other hand, differences between men and women are sometimes used as a basis for providing different treatment, which tends to be more beneficial or elevate the status of one party while directly or indirectly harming or degrading the other party.

The different roles that men and women generally have do not make someone superior. According to Probosiwi (2011), men and women have complementary roles in the concept of gender equality, one of the major capitals for nation development in all fields. Gender differences are not a source of problems because this is a natural decision. Both men and women have equal roles and can produce equal benefits in various vital areas of human life. Therefore, the rights and obligations given to every man and woman are equal based on the principle of justice.

2.5. Technosociopreneur

The meaning of the term technosociopreneur can be known by tracing the meaning of the terms that make it up, namely entrepreneur, technopreneur and sociopreneur. Entrepreneur is a term for those who dare to take risks to start a new business or venture independently. Technopreneurs develop their businesses by emphasizing technology as the basis of their business (Sumarno, et al, 2017), while sociopreneurs develop their businesses by referring to the concept of social services (Tan, et al, 2005). Thus, a technosociopreneur is an individual or business organization that runs its business by emphasizing the usability aspect of technology and runs its business by referring to the concept of social service.

It can be said that technosociopreneur is the development or integration of entrepreneurial, technopreneur and sociopreneur figures. Therefore, a technosociopreneur must have the elements to become a technopreneur and sociopreneur based on business skills. These business capabilities consist of the following:

1. Entrepreneurship has four stages of the process:
 - a. Identify and evaluate opportunities.
 - b. Preparation of business plans and work plans.
 - c. Determination of required resources.
 - d. Management of the resulting company.
2. Marketing refers to four elements:
 - a. Products or services.
 - b. Price.
 - c. Distribution; And
 - d. Promotion.
3. Business plan, namely planning the entire business process which includes business description, industry description, technology, marketing, finance, production, organization and operational plans.
4. Management is the ability to manage all resources to achieve business goals (Wicaksono, et al, 2017).

3. Research Methods

This type of research is descriptive with a qualitative approach. Descriptive research provides explanations based on research data in the form of a series of languages in the form of text, where the

data is interpreted precisely and systematically to obtain an in-depth understanding of the phenomenon or topic being studied. Providing an accurate and in-depth picture requires critical and sharp analysis of the phenomena that are the focus of research, so that information or data that is precise, relevant and in accordance with efficient and effective data collection efforts can be obtained, with clear results that are not misinterpreted. or misinterpreted. ambiguous (Wibowo, 2011). Apart from that, carrying out descriptive research also requires an open mind,

Informants in this research were selected using a purposive technique, namely selecting research informants based on certain considerations (Sugiyono, 2009). In the context of this research, informants were selected based on their knowledge of the Madurese women's community and community empowerment, including: (1) Representatives from the Madurese community; (2) Representatives from the Madurese women's community; (3) Representatives from social institutions involved in empowering the Madurese community; (4) Representatives from the Madura regional government who handle the field of community empowerment in Madura.

Data analysis techniques refer to the following stages: (1) Examining all available data from various sources, namely written documentation in field notes, official documents, personal documents, photos and drawings; (2) Data reduction, namely the method used in research by summarizing and sorting the main points or points related to the research problem, then field notes are arranged systematically to get a sharper picture; (3) Categorization: grouping the data being reviewed and reduced according to the variable definition; (4) Checking the validity of the data, namely testing the validity of the data by cross-checking the results of the data obtained, such as documentation results in the form of recordings, photos and questions that are cross-checked with other documents. If both data sources have been declared correct and the same, then the validity of the cross-checked data is declared to have been tested; (5) Data interpretation to answer the problem formulation is carried out using analytical description; that is, the design is developed from discovered categories and looks for relationships that are suggested or emerge from the data.

4. Results Analysis and Discussion

The process of analyzing the results and discussion was carried out by reviewing the data obtained by conducting interviews with the informants mentioned above to obtain information which in the end could be used to support the statement that technosociopreneurship is a strategy to increase productivity based on community potential. Based on this, we can first describe the responses of the informants to the questions asked regarding the stages of the technosociopreneur process, in full as follows Table 1:

Table 1. Interview Results Related to the Entrepreneurship Process.

No	Informant	Indiator	Quote
1	Sumenep MSME Service	Identify and evaluate opportunities	"If we refer to the social conditions of society in Sumenep Regency, to identify opportunities related to a business, today's society is very observant and clever at taking advantage of opportunities. "It's just that, in evaluating, management and development, this still requires continuous improvement."
		Preparation of business plans and work plans	"Whose plan was this, bro? If it's an official plan, of course it's there, because there are already standard rules, but when it comes to follow-up monitoring of communities in Sumenep Regency that have businesses, there are still many whose planning is not systematic, so it's still sporadic."
		Determination of required resources	"In terms of determining the resources needed, communities that have MSMEs in Sumenep Regency are quite able to determine the level of need for their human resources, when they need additional staff and when they need to reduce them, with what system they agree with their workforce."
		Management of the resulting company	"So far, the company management produced by the efforts of each community is not the same, but on average, even though they have not become significantly large, their businesses have been able to survive so far amidst the onslaught of the Globalization era."

2	Sampang MSME Service	Identify and evaluate opportunities	"How do they choose a business? Most of them only refer to what is currently viral, not everyone can look for something that has the potential to become a business, so most of the time, if the business doesn't work, they don't sell it anymore or replace it with something else they can make."
		Preparation of business plans and work plans	"The plans made by the community that owns the business are still simple, and the main weakness is systematic documentation, and this is the same for both business plans and work plans. So, whatever is in their minds, they just do it."
		Determination of required resources	"Yes, their principle is that as long as they can handle it themselves, they don't really think about human resources, only when the business is very busy and needs manpower, then they recruit, and even then, not a lot, just part by part according to needs, to minimize the budget".
		Management of the resulting company	"The management is simple, not too complicated and the basis is only what is visible. "Clearly, with a method like this, the administration is still not organized according to standards."
3	Pamekasan MSME Service	Identify and evaluate opportunities	"Regarding the symbolic identification of opportunities, they have demonstrated this ability, but perhaps their considerations have not been mature enough with in-depth analysis. "When it comes to evaluation, of course in every process they always carry out an evaluation, but what form it takes, this is what needs to be developed so that there is a track record of the evaluation."
		Preparation of business plans and work plans	"Their plans were made tentatively and sporadically, and their work patterns were not planned in detail. Just execute straight away once you have an idea."
		Determination of required resources	"Resources are not really a priority; it's just a core problem. "The point is to optimize resources according to needs; HR is only a supporting factor if needed."
		Management of the resulting company	"The company management that has been produced under current conditions is simple management and survives on conditions alone. As long as the wheels of business keep running, they think there is no problem."
4	Bangkalan MSME Service	Identify and evaluate opportunities	"The way they identify opportunities is still traditional, only using the method of observing, imitating, modifying. "Meanwhile, the evaluation is sporadic, depending on certain cases... if there hasn't been a problem for a long time, maybe there won't even be an evaluation."
		Preparation of business plans and work plans	"Preparing business plans usually only involves light discussions, work plans do the same, yes, only through verbal instructions. "Most of the time, documentation and archiving are obstacles in the administration system."
		Determination of required resources	"In determining the resources needed, the entrepreneurial community is very flexible and only according to needs. This means that if you don't need personnel, you won't recruit employees. "Even if we recruit employees, we can do it by event or call at a certain time."

		Management of the resulting company	"Company management produced with the current human resource capacity in the community is still dynamic and flexible, and has not been managed professionally"
No	Informant	Indiator	Quote
1	Sumenep MSME Service	Identify and evaluate opportunities	"If we refer to the social conditions of society in Sumenep Regency, to identify opportunities related to a business, today's society is very observant and clever at taking advantage of opportunities. "It's just that, in evaluating, management and development, this still requires continuous improvement."
		Preparation of business plans and work plans	"Whose plan was this, bro? If it's an official plan, of course it's there, because there are already standard rules, but when it comes to follow-up monitoring of communities in Sumenep Regency that have businesses, there are still many whose planning is not systematic, so it's still sporadic."
		Determination of required resources	"In terms of determining the resources needed, communities that have MSMEs in Sumenep Regency are quite able to determine the level of need for their human resources, when they need additional staff and when they need to reduce them, with what system they agree with their workforce."
		Management of the resulting company	"So far, the company management produced by the efforts of each community is not the same, but on average, even though they have not become significantly large, their businesses have been able to survive so far amidst the onslaught of the Globalization era."
2	Sampang MSME Service	Identify and evaluate opportunities	"How do they choose a business? Most of them only refer to what is currently viral, not everyone can look for something that has the potential to become a business, so most of the time, if the business doesn't work, they don't sell it anymore or replace it with something else they can make."
		Preparation of business plans and work plans	"The plans made by the community that owns the business are still simple, and the main weakness is systematic documentation, and this is the same for both business plans and work plans. So, whatever is in their minds, they just do it."
		Determination of required resources	"Yes, their principle is that as long as they can handle it themselves, they don't really think about human resources, only when the business is very busy and needs manpower, then they recruit, and even then, not a lot, just part by part according to needs, to minimize the budget".
		Management of the resulting company	"The management is simple, not too complicated and the basis is only what is visible. "Clearly, with a method like this, the administration is still not organized according to standards."
3	Pamekasan MSME Service	Identify and evaluate opportunities	"Regarding the symbolic identification of opportunities, they have demonstrated this ability, but perhaps their considerations have not been mature enough with in-depth analysis. "When it comes to evaluation, of course in every process they always carry out an evaluation, but what form it takes, this is what needs to be developed so that there is a track record of the evaluation."

		Preparation of business plans and work plans	"Their plans were made tentatively and sporadically, and their work patterns were not planned in detail. Just execute straight away once you have an idea."
		Determination of required resources	"Resources are not really a priority; it's just a core problem. "The point is to optimize resources according to needs; HR is only a supporting factor if needed."
		Management of the resulting company	"The company management that has been produced under current conditions is simple management and survives on conditions alone. As long as the wheels of business keep running, they think there is no problem."
4	Bangkalan MSME Service	Identify and evaluate opportunities	"The way they identify opportunities is still traditional, only using the method of observing, imitating, modifying. "Meanwhile, the evaluation is sporadic, depending on certain cases... if there hasn't been a problem for a long time, maybe there won't even be an evaluation."
		Preparation of business plans and work plans	"Preparing business plans usually only involves light discussions, work plans do the same, yes, only through verbal instructions. "Most of the time, documentation and archiving are obstacles in the administration system."
		Determination of required resources	"In determining the resources needed, the entrepreneurial community is very flexible and only according to needs. This means that if you don't need personnel, you won't recruit employees. "Even if we recruit employees, we can do it by event or call at a certain time."
		Management of the resulting company	"Company management produced with the current human resource capacity in the community is still dynamic and flexible, and has not been managed professionally"
No	Informant	Indiator	Quote
1	Sumenep MSME Service	Identify and evaluate opportunities	"If we refer to the social conditions of society in Sumenep Regency, to identify opportunities related to a business, today's society is very observant and clever at taking advantage of opportunities. "It's just that, in evaluating, management and development, this still requires continuous improvement."
		Preparation of business plans and work plans	"Whose plan was this, bro? If it's an official plan, of course it's there, because there are already standard rules, but when it comes to follow-up monitoring of communities in Sumenep Regency that have businesses, there are still many whose planning is not systematic, so it's still sporadic."
		Determination of required resources	"In terms of determining the resources needed, communities that have MSMEs in Sumenep Regency are quite able to determine the level of need for their human resources, when they need additional staff and when they need to reduce them, with what system they agree with their workforce."
		Management of the resulting company	"So far, the company management produced by the efforts of each community is not the same, but on average, even though they have not become significantly large, their businesses have been able to survive so far amidst the onslaught of the Globalization era."

2	Sampang MSME Service	Identify and evaluate opportunities	"How do they choose a business? Most of them only refer to what is currently viral, not everyone can look for something that has the potential to become a business, so most of the time, if the business doesn't work, they don't sell it anymore or replace it with something else they can make."
		Preparation of business plans and work plans	"The plans made by the community that owns the business are still simple, and the main weakness is systematic documentation, and this is the same for both business plans and work plans. So, whatever is in their minds, they just do it."
		Determination of required resources	"Yes, their principle is that as long as they can handle it themselves, they don't really think about human resources, only when the business is very busy and needs manpower, then they recruit, and even then, not a lot, just part by part according to needs, to minimize the budget".
		Management of the resulting company	"The management is simple, not too complicated and the basis is only what is visible. "Clearly, with a method like this, the administration is still not organized according to standards."
3	Pamekasan MSME Service	Identify and evaluate opportunities	"Regarding the symbolic identification of opportunities, they have demonstrated this ability, but perhaps their considerations have not been mature enough with in-depth analysis. "When it comes to evaluation, of course in every process they always carry out an evaluation, but what form it takes, this is what needs to be developed so that there is a track record of the evaluation."
		Preparation of business plans and work plans	"Their plans were made tentatively and sporadically, and their work patterns were not planned in detail. Just execute straight away once you have an idea."
		Determination of required resources	"Resources are not really a priority; it's just a core problem. "The point is to optimize resources according to needs; HR is only a supporting factor if needed."
		Management of the resulting company	"The company management that has been produced under current conditions is simple management and survives on conditions alone. As long as the wheels of business keep running, they think there is no problem."
4	Bangkalan MSME Service	Identify and evaluate opportunities	"The way they identify opportunities is still traditional, only using the method of observing, imitating, modifying. "Meanwhile, the evaluation is sporadic, depending on certain cases... if there hasn't been a problem for a long time, maybe there won't even be an evaluation."
		Preparation of business plans and work plans	"Preparing business plans usually only involves light discussions, work plans do the same, yes, only through verbal instructions. "Most of the time, documentation and archiving are obstacles in the administration system."
		Determination of required resources	"In determining the resources needed, the entrepreneurial community is very flexible and only according to needs. This means that if you don't need personnel, you won't recruit employees. "Even if we recruit employees, we can do it by event or call at a certain time."

		Management of the resulting company	"Company management produced with the current human resource capacity in the community is still dynamic and flexible, and has not been managed professionally"
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Source: Interview Results (2023)

Based on the description of the results of interviews with several MSME agencies in the districts of Sumenep, Sampang, Bangkalan and Pamekasan, a common thread can be drawn that the identification and evaluation of opportunities is still carried out traditionally and sporadically without being managed systematically. This requires training in analyzing opportunities, so that the gambling percentage is not too large. Then in the section on preparing business plans and work plans, almost all members of the community who have businesses already have these plans, but on average it is still sporadic through discussion activities in small forums. However, the weakness is that there are no organized minutes, so if you want to carry out a checklist or evaluation, it becomes an obstacle.

Furthermore, regarding the issue of human resources, the community that owns businesses in Madura does not really make it a priority, because their principle is that if the work can still be handled by themselves and there is no time to need workers, human resources will not be a concern for them. This consideration was taken because of the cost efficiency aspect. With a mindset like this, the resulting company management is clearly not professional business management and meets the standards of an MSME that is ready to compete in the global competitive arena.

After analyzing the stages of the entrepreneurial process, the next step is to describe the marketing elements currently carried out by communities in Madura who have businesses. These elements include several things which are then used as interview guidelines that are asked to informants. Some quotes from the interview are as follows [Table 2](#):

Table 2. Interview Results Regarding Marketing Elements.

No	Informant	Indiator	Quote
1	Representative of the Sumenep Women's Community	Products or services	"The products or services we offer include craft or handicraft products, snacks, batik and also accessory products."
		Price	"For the prices set for our products, they are quite affordable and competitive in the market, especially in the Sumenep area"
		Distribution	"Distribution of our products is still carried out by land route with the help of online motorbike taxis, while for those that are far away, we package them via expedition"
		Promotion	"For promotion, we use social media and usually we also take part in exhibitions if there are activities at the sub-district and district levels."
2	Representative of the Sampang Women's Community	Products or services	"The products we offer are mainly snacks and crafts, but in our community, there are also some who sell clothes, headscarves and so on"
		Price	"The price we set is certainly not expensive, the important thing is that the profit is sufficient. A little profit doesn't matter, what's important is that you end up with a lot."
		Distribution	"Distribution of the goods we sell does not require complicated distribution channels. Because it's still local. "Most of the people who buy it come to their house or place of sale, sometimes we also package it."
		Promotion	"Promotion is most often via social media, then the rest is more about word of mouth. Oh yes...we also make stickers and screen printing on the bugkus bags."
3	Representative of the Pamekasan Women's Community	Products or services	"The products we sell include typical Madurese food, typical Madurese Batik and crafts that are typical of Madura."

4	Representative of the Bangkalan Women's Community	Price	"Prices are standard like on the market in general, but sometimes to make it look cheaper, we create discount strategies and wholesale prices"
		Distribution	"Distribution is through direct sales, sometimes also in packages"
		Promotion	"Our promotion is through social media and word of mouth only"
		Products or services	"Our products are more about artistic property, typical Madurese food and crafts related to typical Madurese culture"
		Price	"The price at the tourist spot is a bit different from what we sell at the market...it's not that the goods are expensive, it's just that the location also has taxes, like that...but to be honest, if you make a bigger profit at the tourist spot ..."
		Distribution	"The distribution is by land, sometimes delivered by the family, picked up directly by the user or also through goods delivery services"
		Promotion	"Our promotions include brochures, stickers, branding on plastic bags or wrappers, advertisements on radio, social media and word of mouth"

Source: Interview Results (2023)

Based on the table above, a common thread can be drawn in general about the marketing elements of the women's community in Madura who have many businesses who choose products related to typical Madurese food and snacks as souvenirs. Then regarding prices, the women's community sets standard prices and only differentiates between the places where they sell, if at tourist attractions it is a bit more expensive considering the differences in tax costs and so on. Apart from that, they also create a pricing strategy by providing a discount rate in the wholesale purchasing system.

For distribution channels, almost all of them still use conventional methods as their focus, namely by selling directly so that consumers take them directly to the sales location, then the stock is also sent via expedition. For long-distance consumers, goods delivery services are also involved. Then, for promotion throughout the region, most use promotional media through social media, word of mouth and branding on packaging.

Point 3 is planning all business processes which includes business descriptions, industry descriptions, technology, marketing, finance, production, organization and operational plans and point 4 is the ability to manage all resources to achieve business goals. It has been represented in previous respondents' answers where community planning for women who own businesses has been carried out but not made in detail. Then the overall resource management capability is also quite good even though it is still not a priority for procuring human resources to support it.

But with the existence of a process that involves technology in the marketing and promotion process, basically the women's community in Madura who owns a business has entered the world of technosciopreneurship. Indeed, currently there are still many weaknesses that need to be corrected, but the activities they carry out fulfill the technosciopreneurship aspect. This is an extraordinary thing, a woman forms a group and then becomes creative to improve the family economy and even contributes to PAD, as well as opening employment opportunities for many people. Of course, what we see is an answer to questions about gender equality. Men and women have complementary roles in the concept of gender equality, one of the great capitals of national development in all fields. Gender differences are not a source of problems because this is a natural decision. Both men and women have equal roles and can produce equal benefits in various vital areas of human life. Therefore, the rights and obligations given to every man and woman are equal based on the principle of justice.

The potential of each women's community in each region of Madura will be further honed if they are willing to continue learning and developing this technosociopreneur method. Technopreneurs develop their businesses by emphasizing technology as the basis of their business (Sumarno, et al, 2017), while sociopreneurs develop their businesses by referring to the concept of social services (Tan, et al, 2005). Thus, a technosociopreneur is an individual or business organization that runs its business by emphasizing the usability aspect of technology and runs its business by referring to the concept of social service. For example, their business is in the form of typical Madurese food, then this can be involved by the wider community in terms of franchising or land collaboration to sell with online-based management.

Apart from that, it is also limited, the people who have the right to join this business are limited to the Madurese community first. This conceptual innovation can be proposed to local policy makers to be used as material for consideration in drafting regulations on MSMEs and planning the provision of business capital assistance to MSMEs with a prospectus with low interest rates. Under these conditions, the businesses launched by the women's community in Madura should be able to develop rapidly, and of course Technosociopreneurship is increasingly being answered as a Strategy for Increasing Productivity Based on the Potential of the Women's Community in Madura.

5. Conclusion

The women's community in Madura who have businesses in the fields of food, crafts, clothing, batik and so on have generally adopted the technosociopreneurship pattern. However, the technosociopreneurship pattern adopted is still not perfect. This could be because their emphasis in the technology sector is still limited to promotional and ordering activities only. In the future, what needs to be improved by the women's community in Madura who have businesses is to try to develop their business management based on technology, starting from business management, sales systems to the recruitment system for members from the community who want to join to become dropshippers or franchise members. This is the model that must be developed by the women's community in Madura.

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