

# Media Literacy in Enhancing Women's Participation Towards Sustainable Development Goals in Indonesian Plantation Communities

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**Abstract:** - One of the goals of the Sustainable Development Goals is to achieve gender equality and empower women. The SDGs also mandate that women have ICT (Information and Communication Technology) skills. ICT skills are essential as women's participation is maximized in sustainable development. Research Objective: To identify the forms of women's participation in village development, especially media literacy skills in the form of ICT. The research location was in an oil palm plantation in Sukaluwei Village, Bangun Purba Sub-district, Deli Serdang Regency, Indonesia. Research informants were women who participated in development at the research location. Data collection methods used in-depth interviews, focus group discussions, and observations. Data were collected through data reduction, presentation, analysis, and conclusion. The results showed that women's participation in development generally occupies a position as members and leaders in development activities in the village. They need help involving the community in activities and the difficulty of meeting time to discuss or decide on an activity. The media literacy skills in the form of ICT possessed by informants are the ability to use smartphones, where generally informants can use smartphones to send and receive messages such as making invitations and sending them, searching for materials, and forwarding important information back to the group. Based on the results of the in-depth interviews, media literacy (especially the ability to use a smartphone) and ICT skills are critical in supporting their involvement in village development. Media Literacy and ICT Skills Make Women's Participation Faster, Smoother, and More Effective.

**Key-Words:** - Media, Literacy, Women, Participation, Sustainable, Development, Communities.

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## 1 Introduction

Development is essential to advancing society in one country, [1]. development is carried out in all aspects of life, such as political, economic, social, and cultural, [2]. Indonesia is a country with the fifth largest population in the world. After 77 years of independence, the state of Indonesia has made much development in all aspects. Even though it has not achieved the desired progress, Indonesia strives for maximum development, [3]. One of his efforts is to achieve sustainable development targets known as the sustainable development goals (SDGs).

The government of Indonesia has supported sustainable Village development in Indonesia through the Village SDGs, which serve as guidelines for the Village head in using Village funds in 2021, [4]. Taman Desa has a strategic role in achieving the SDGs. The focus of sustainable development is Village community participation.

The Village law guarantees the role of the entire community, including women, in the development process, from planning, monitoring, and evaluation. Women can become strategic actors in development, not only in rural development but also nationally, [5], [6]. that women are essential in development was also highlighted by Muhajir, who stated: to realize SDGs development and in the context of empowering women, it is necessary to prioritize development in rural women's groups, which has not been optimally implemented so far, [7].

Forms of women's participation in development can be done in Posyandu activities, family welfare development activities (PKK), involved Village administration, educational activities, etc. in the author's observation, women whose status as housewives and who have children can participate and carry out these roles efficiently. Even though

this participation has yet to be maximized, the role of women in Village development must be addressed. Overall, women's role in development is critical, and their economic empowerment, access to assets, and gender equality are critical for sustainable development. Women are essential in generating jobs, wealth, poverty alleviation, human development, education, health, and nation-building, especially in developing countries, [8].

Mastery of ICT or information and communication technology is essential and becomes a mandate on the SDGs agenda where women, teenage girls, and girls master science, technology, and innovation. Beijing Platform for Action recommends that the government and stakeholders advocate for women related to the low involvement of women in this field, [9]. In addition, mastery of information and communication technology is needed to facilitate their participation in various activities, [10]. Marcelle says it can benefit women by improving their quality of life, [11]. In the era of digital society, the ability of women to use media, search for and disseminate information, analyze, and select the information they receive, and message messages in digital media, is essential. They must obtain and disseminate much important information. They select and analyze. Everything related to this is called media literacy, a field in communication science that requires everyone to be competent in using media so that the media consumed will benefit and support everyone's success.

Sukaluwei Village is in the oil palm plantation area located in Deli Serdang Regency. This Village has potential where women have been involved in various development activities, as the head of the hamlet, a member of the Village Consultative Council (BPD), educational activities, Family Welfare Development (PKK), and Posyandu. This potential may still be maximized in the future, considering that in the era of digital society, it is essential for women to increase their capacity in media literacy, like ICT mastery. The existence of this mastery can increase their participation in Village development to achieve SDGs.

This study explains the form of women's participation in Sukaluwei Village in Village development to achieve SDGs in Sukaluwei Village, Bangun Purba district, Deli Serdang Regency. How is women's media literacy in ICT to increase participation in Village development to achieve SDGs in Sukaluwei Village, Bangun Purba district, Deli Serdang regency? How the urgency of media literacy in ICT increases women's participation in Village development to achieve SDGs in Sukaluwei Village, Bangun Purba district, Deli Serdang

Regency. The urgency of the research becomes the input for the government of Sukaluwei Village, Bangun Purba district, Deli Serdang, particularly the government of Deli Serdang Regency, regarding women's participation in Village development to achieve SDGs development. Becomes the basis for making women's empowerment policies, especially women's empowerment in media literacy, specifically, ICT mastery in increasing Village development participation to achieve SDGs.

## 2 Problem Formulation

### 2.1 Media Literacy

Media literacy is vital in today's digital age, especially for women's engagement in numerous sectors. Previous research on the need for teacher candidates discovered that gender-aware media literacy training is required to counter gender stereotypes in the media, [12]. Furthermore, a study on critical media literacy and gender discovered that small-scale curriculum units on gender stereotypes effectively taught middle school students about gender stereotypes and work, [13]. Furthermore, a literature review on gender and media representation discovered that media representation might perpetuate gender stereotypes, objectification, and sexualization, which can influence women's political ambitions and the creation of STEM identities, [14]. Furthermore, an in-depth examination of social media literacy reveals that social competency, including involvement and morale, is fundamental to social media literacy, [15].

According to a research study on the digital gender gap for girls, internet access may empower women and girls, improve community engagement, and increase understanding of their rights, [16]. A study on empowering Indonesian women through digital media literacy development discovered that digital media literacy might help women overcome hurdles and engage in numerous industries, [17]. The study shows that media literacy is crucial for women's participation in various fields, including politics, STEM, and digital media. Media literacy can help women overcome gender stereotypes, enhance civic participation, and increase understanding of their rights.

### 2.2 Women, ICT and Media Literacy

As evidenced by the well-documented digital gender gap, women and girls frequently have lower digital literacy levels and technology access. According to a UNICEF research assessment on the digital gender

gap for girls and women, low levels of digital literacy and a lack of access to technology typically impede digital adoption and use, [18]. A new study investigates how women's digital literacy may be driven and sustained through ICT literacy. According to the study, lacking digital literacy skills may inhibit women from participating in lifelong learning and development, [19]. A meta-analysis and systematic review published in NCBI study gender differences in ICT use and technological learning abilities. The review comprised 42 peer-reviewed empirical publications and conference proceedings published between 2006 and 2020. This study showed significant inequalities in women's support for ICT literacy, [20].

An article aimed at empowering Indonesian women through increased digital media literacy. According to this study, Indonesian women need digital media literacy abilities to use the Internet effectively and better their social and economic standing, [17]. A survey of the information published on ERIC from a gender perspective was done to understand better the digital gender and educational gaps in Latin America. The study found considerable differences in access and digital literacy among women and girls worldwide, [16]. This is to raise parental understanding of how to support media literacy. According to the review studies, media literacy therapies could increase parents' media literacy abilities, [21]. Overall, this literature review underlines the importance of addressing digital gender disparities and increasing digital literacy among women and girls. By doing so, you can help empower women and promote gender equality in the digital age.

### **2.3 Women's Participation in Sustainable Development**

Sustainable development is a significant issue that requires all members of society, especially women, to participate. The following study of literature offers an overview of women's roles in sustainable development and the issues they encounter. Gender equality is crucial for sustainable development, according to the United Nations, [22]. Participation of women in decision-making processes connected to sustainable management and effective use of natural resources is critical for the long-term management of production and consumption patterns. Women, particularly in underdeveloped nations, are vital in mitigating natural habitat damage and biodiversity loss. As a result, because they incur disproportionate impacts from biodiversity loss and gender-blind conservation strategies, women must be equally and actively

involved in efforts to conserve and sustainably use biodiversity, [23].

Women's empowerment and gender equality are critical for long-term development, [24]. Participation of women in leadership and decision-making processes is critical for the long-term management of production and consumption patterns. However, progress toward gender equality remains gradual, as numerous disparities between men and women persist. As a result, gender-sensitive development aid can enable women to compete in the land, labor, and product markets, allowing them to contribute significantly to sustainable development, [25]. Finally, women's engagement in sustainable development is critical for accomplishing the goals of sustainable development, [26].

Women's empowerment and gender equality are critical for long-term development. Participation of women in decision-making processes connected to sustainable management and efficient use of natural resources is critical for the long-term management of production and consumption patterns, [27]. As a result, gender-sensitive development aid can enable women to compete in the land, labor, and product markets, allowing them to contribute significantly to long-term development.

## **3 Method**

The descriptive qualitative method is used in this study, and data is gathered through in-depth interviews with informants, focus group discussions (FGD), and observations, [28]. Descriptive qualitative research is a method used to provide a detailed description of specific individuals or groups regarding the circumstances and symptoms that occur. This study aims to make a systematic, factual, and accurate description, description, or report regarding the facts, [29]. This research was conducted in the Community Area of Oil Palm Plantations, precisely in Sukaluwei Village, Bangun Purba District, Deli Serdang Regency. This location is an oil palm plantation area owned by PT Primex Sukalue with around 1500 hectares and a population of 400 people, consisting of six hamlets. The subjects in this study were 20 women who participated in developing Sukaluwei Village in various fields, such as Members of the Village Consultative Council (BPD). Hamlet Head, PKK Chair, Posyandu Members, and Educators Teaching at Raudathul Athfal Kindergarten, Sukaluwei Village.

Data Obtained Through In-depth Interviews with Informants, Focus Group Discussions and Observations (Observations). Then FGDs will be held in each field, such as FGDs with BPD, Village Administration, Posyandu Members, PKK Members, and Educators. Furthermore, the last FGD was held with Sukaluwei Village officials. Furthermore, data will be obtained through observation, where women who participate in Village development will be observed for their activities and around ICT use. The data obtained will be analyzed using Miles Huberman, where the data obtained from the informants will be maximized until the data is saturated. After that, the data will be reduced into several categories, and then narrated by presenting/presenting any findings obtained. The final stage is to conclude from the presented, [30].

## 4 Results

### 4.1 Reasons for Participating in Village Development

Village development includes several areas that receive attention, such as what was done in Sukaluwei Village, which emphasizes village development in the economic sector, which is considered the main issue that must be resolved. This is expected to improve community welfare through higher incomes. This effort is at least done gradually and regularly. One of these efforts is focusing on SME programs involving community participation, such as producing Sapu Lidi, a typical snack of Sukaluwei Village, and developing a sewing service business.

The COVID-19 pandemic has significantly impacted the decline in income of village communities; limited space for movement, along with the narrowness of other livelihood options, have also caused polemics in the village community. Some efforts have been made, such as allocating BUMDES and credit, but this program needs to be re-evaluated due to the lack of management in the community. Currently, there is also a food security program and the distribution of chicken livestock implemented by the village government as a step in encouraging the improvement of welfare in the village community. On the other hand, the Direct Cash Transfer (BLT) program is a step in narrowing the inequality in the community, especially for people with lower economic conditions.

So, this background is the basis and the reason for the community, especially the women of

Sukaluwei Village, to jump in and participate in village development efforts. The women believe their involvement in developing the village is an obligation as part of the community. By involving themselves in development, they have helped channel the aspirations of the village community. These aspirations are accommodated and considered in formulating policies for the benefit of the village community. This participation is divided into two scopes, including participation that occurs directly within the scope of the village government and outside the scope of the village government. Women have become essential in designing, running, and building the sustainability of the village massively and actively, which is undoubtedly to the Sustainable Development Goals (SDGs).

These reasons can also be seen based on a series of women's activities as a reason for their participation in village development efforts. Their activities include domestic and non-domestic matters which influence the quality of the implementation of development efforts. This can be seen through the results of interviews with several women who are directly involved in development efforts. Mrs. R is a PKK mother who coordinates Posyandu (integrated service post) activities to monitor the health of mothers and children in Sukaluwei Village. The program that is being intensified is the eradication of stunting in children. She and other Posyandu members routinely carry out Posyandu activities once a month. Activities carried out include weighing children and providing additional nutritious food.

Meanwhile, informant Ibu N stated that she was actively involved in various development programs in the village because she was encouraged by the village head. She has been involved in various village activities for a long time and said she enjoys helping people with problems. As a village official who serves as the head of general affairs, she tries to accommodate the aspirations of the Sukaluwei Village community in various matters related to development issues. Furthermore, Mrs. AM serves as a member of the BPD. She sees that women should also take part in various activities and positions in the village and be based on incentives. Mrs. AM has long worked as an educator and taught in several schools. Her involvement as a member of the BPD is also due to the urge to be involved and see an opportunity to be involved in developing the village. Next is Mrs. S, the Chairperson of the Village Supervisory Board (BPD). She was involved in development affairs in Sukaluwei Village because several people encouraged her to participate in the election of the BPD chairperson.

In addition, she stated that she became involved as the head of the BPD to be seen as active in the community.

Mrs. SV has a role in the world of education and is actively involved in providing education in the field of religion for the community, especially for children. She desires to create a moral environment through recitation activities, reading the Qur'an, and sharing religious knowledge. According to Mrs. SV, the attention given to educating the community regarding religion still needs to be increased, especially for Muallaf (people who convert to Islam), so she is moved to divide her time between her primary duties as a kindergarten teacher in Sukaluwei Village. The last informant is Mrs. I, the hamlet's head. She was encouraged to be actively involved in village development because she wanted to help others, especially when she could become a mediator in solving the problem. This desire to help encouraged her to be involved in various activities, especially in the development of Sukaluwei Village. These reasons drive women in Sukaluwei Village to

carry out participatory actions in village development. The author details the forms of participation in Table 1.

According to this table, women majorly influence village development efforts. In this case, women in Sukaluwei Village support the village development process. This is also influenced by their background as women, both domestic and non-domestic; this relates to the background of work profession, economy, and conscience. However, in reality, various reasons have become the basis for the women in Sukaluwei Village to participate in village development. For example, it can be seen that participating still does not arise from oneself. However, instead, there is encouragement from other parties that this has yet to raise full awareness in the community, especially women, to support village development. However, it must still reduce their essence in supporting the village's progress.

Table 1. Women's Role in Sukaluwei Village Development

Women's Role in Village Development	Activities Performed	Explanation Details
Involved in Village government structures	Served as dusun head, BPD chairman, PKK chairman, Head of General Affairs, BPD member	Women have a key role in leading structural positions in the village government, where they play an active role in village activities. This proves that having women as leaders can bring diverse perspectives to decision-making.
Involved in the implementation of Village programs	Running Cash Assistance Program (BLT), Food Security, Distribution of Livestock Products	Women are not only the beneficiaries of village programs but also the prime movers in their implementation. They can provide creative ideas to ensure the programs are effective and sustainable.
Engage in improving community education	Improve skills and morale	Women can play a central role in improving the quality of community education, both in terms of skills and morale. They can be involved in various educational activities.
Engage in community health improvement activities	Coordinate the running of posyandu activities, eradication of stunting	Women play an important role in efforts to improve public health through coordinating posyandu activities and stunting eradication programs. They can be agents of change in public health behavior, especially in the village area.
Engage as a community mediator	Provide solutions, become a mediator, accommodate aspirations	Women play a role as mediators in handling conflicts and problems in the village. They can bring solutions that are holistic and focused on community empowerment.
Involved as a community enabler to actively participate in Village Development	Conduct Village Development activities	Women can be the drivers of community activity in village development by motivating and involving them in various initiatives. They can be catalysts for positive change in their communities.
Engage in the development of technological understanding	Increased media literacy, especially in village government structures	Women can play a role in improving understanding of technology in the village, especially in media literacy. They are involved in training and assisting in integrating technology into the Village Government structure.

Source: Managed by researchers, 2023

## 4.2 Obstacles Faced When Participating in Village Development

The first informant, Mrs. R, said that the obstacles she experienced while carrying out the activity were her adaptation as the head of the PKK, which she had only served for three months. He is still consolidating with several parties and still studying intensely. He also observed many inactive cadres, such as Posyandu cadres—obstacles in the Availability of Data, Particularly Regarding Stunting Data, which is the current Main Activity. Meanwhile, Mrs. N, who served as Head of Government, felt that the obstacle was adapting to a new position and needed more support. Still learning about his new duties, he said that in the past, as Hamlet's head, he did not experience significant obstacles in carrying out his duties in the community. However, his duties as Village head make him learn new information related to his duties—for example, Duties Serving Guests Visiting Dasa, Preparing Reporting Administration, and Serving Guest Needs.

The following informant, Mrs. I stated that the obstacle to participating was not getting support from some community members; there was still a view that she could not carry out her duties. He Feels That Some Village Communities Doubt His Capacity. Mrs. S, an informant who serves as Chair of the Bpd, stated that COVID-19 was the main obstacle in her duties. COVID-19 prevents Mother S from freely carrying out various activities because there is a prohibition on activities outside the home. Activities that can be carried out are only channeling assistance from the government to Village communities. He is trying to Distribute Aid (Such as Poultry) To Get It to The Hands of The Community Well.

Furthermore, the informant AM, as a member of the BPD, stated that the obstacle experienced when participating in Village development was work coordination between fellow administrators, especially at the BPD level itself. He Is Considered Critical by Friends Because He Always Questions Various Things. Mrs. AM stated that it is difficult to coordinate meetings between them because it is difficult to determine the right time. For the informant, Mrs. SV, the obstacle encountered was the common knowledge of the participants in the Koran recitation activity. This resulted in the length of time to Achieve Progress / Fluency in Reading the Koran. Besides that, Mrs. SV teaching schedule in kindergarten and various school administration matters often delay teaching schedules with converts.

In general, the description of the constraints faced by the community in participating in village development in Sukaluwei Village reflects the challenges that many communities may also face at the local level. Constraints such as difficulties in adaptation, lack of support, and the impact of the pandemic are obstacles that affect development.

Data-related challenges, especially stunting, indicate the need for special attention to public health monitoring and evaluation. The impact of the COVID-19 pandemic, in addition to limiting activities outside the home, also highlights the importance of adaptation strategies to maintain the smooth running of village development activities. Addressing these issues needs to be supported by collaborative and innovative efforts at the local level, taking into account the sustainability and long-term sustainability of village development.

## 4.3 Media Literacy/ICT Ability

Most of the women who became informants and were active in development activities in Sukaluwei Village used smartphones as media in carrying out their duties. In general, they stated that the smartphone was beneficial in their assignments; for example, informant R was head of the PKK, and Posyandu sent meeting invitations and conveyed information on activities through the WA group. Coordinating with each other and sharing tasks, obtaining various important information about the events experienced by informants N and I. then looking for important information needed to be related to their position as mothers in the family and as women who are responsible for work, and establishing friendly relations experienced by informants am and SV. Generally proficient in receiving and conveying messages in WhatsApp groups, sharing photos, watching, and sharing Youtube content, TikTok. They also have Facebook, Instagram, and WhatsApp accounts. However, in terms of designing messages in video form, it still needs to be improved. Some seek help from their children or friends when they find it difficult to access or use a smartphone.

As experienced by the informant am, he works as a kindergarten teacher outside the Village and as a member of the BPD. As a kindergarten teacher and an admin in their school group, my profession requires me to fill in and update data. I sometimes must work using specific applications that I find challenging. However, these difficulties can be overcome by studying independently and asking for help from children or friends. Furthermore, when discussing ICT and Village development, data is obtained that ICT capabilities bring smoothness to

administrative services and correspondence in Sukaluwei Village. SV informant in the focus group discussion held by the research team stated that *"Now handling letters is better than in the past; they are ready faster. Sometimes you do not need to go to the Village office; you can meet on the street and take care of it. It can be fast because I see intelligent computers"*.

In the past, various matters related to the administration of correspondence were slower. However, in this period, the service of taking care of correspondence was felt to be faster. According to informant T, based on the results of the FGD, it was stated that *"women are more diligent than men, women are more diligent in taking technical guidance than men"*. While informant d stated that *"Computer skills are important, it is like if we could get a computer, we were eyed to become staff at the Village office, or at least asked for help in work"*. Mastering the computer absolutely must be owned by women who participate in development. Most informants obtained helpful information and took the initiative to search through smartphones.

The latest information regarding the development of hot issues and various issues related to the duties of those heavily involved in Village development. Browsing through Google is mainly done by informants I, AM, and SV. If they need information about work, Google helps them to find the information they need. They can compare information and double-check whether the information is correct or not. This is related to their role as individuals who participate a lot in Village development, education, Village supervision, Posyandu, Village office services, etc.

Women's participation in the development of Sukaluwei Village has also been supported by using smartphones as the primary means of conducting development activities. The continuous use of information technology, especially in managing village administration, has positively impacted the efficiency and speed of services. In addition, proficiency in the use of computers is still considered a crucial asset, opening up opportunities for women to play a more active role in village development efforts. However, there is a need to improve skills in the use of technology. However, women have shown initiative in overcoming obstacles and seeking information through smartphones, enriching their knowledge of village development tasks.

#### **4.4 The Urgency of Media Literacy in Women's Participation in Village Development**

Based on the results of in-depth interviews with informants, media literacy skills in the form of ICT skills are an essential aspect of their involvement in various Village development activities. There is even an acknowledgment from the Villagers themselves that someone is accepted to work because of their excellent ICT skills. As stated by informant S: *"People say such and such is the child. This one's child. I was accepted to work in the Village office because I am good at computers"*. ICT skills are essential based on informants' observations from the next Village. D stated: *"All the women who were involved in the development of the Village are good at computers I think, you also want to be too"*. Likewise, informant I was involved as Hamlet's head. Informant, I admitted, *"I was indeed offered to be the hamlet head by the Village head. One of the considerations is because I am active and master ICT"*. Informant I consider it very important to have ICT skills, work becomes more accessible. Especially during the Covid 19 era, when people were prohibited from going out of their homes, so many business activities in the hamlet and the Village were carried out by doctors.

The results of FGDs with women involved in Village development show that media literacy skills in the form of ICT mastery are an absolute requirement for BPD registration. The informant am said: there was already a policy from the Deli Serdang district level which stated: *"The requirement to become chairman or member of the BPD is to have ICT skills, namely being able to operate a computer"*. AM added: *"In the Village of Batu Rata, which is close to Sukaluwei Village, it is a rule that the position Village secretary must be able to use a computer"*. The prospective secretary is asked to make a PowerPoint presentation during the exam, which means that the ICT mastery requirements become an essential and determining aspect. The phenomenon in Sukaluwei Village shows that all informants are still relatively young. Only informants SV and am aged 45 and 46 years. The rest are women in their 30s with passion and reliable ICT skills. These women carry out capacity building by attending technical guidance/training. This technical guidance is related to computer mastery and skills.

Media literacy, especially in ICT skills, is urgent and critical to women's involvement in village development activities. Informants simultaneously highlighted the importance of ICT mastery in the world of work. For example, this

phenomenon can be seen in the BPD registration requirements, where ICT skills are an absolute requirement. Most of the relatively young informants demonstrated enthusiasm and reliable ICT skills; some also undertook capacity building through technical guidance. Of course, this makes it clear that in the COVID-19 era, where activities have been carried out digitally, ICT skills are essential in facilitating access and carrying out work in the Village.

## 5 Discussion

Based on the research results above, it can be concluded that women in Sukaluwei Village, Bangun Purba Subdistrict, and Deli Serdang have been involved in Village development. Informants held positions as head of the PKK (Mrs. R), as head of Village government (Mrs. N), as chairman of the BPD (Mrs. S), as head of the hamlet (Mother I), as a member of the BPD (Mrs. AM). As a teacher of kindergarten (Mrs. SV). The findings of this study are what was stated by Rahmawati and Setyowati Indonesia had stepped forward with the birth of Regulation number 6 of 2014 concerning Villages. Efforts to improve the quality of human resources or women through women empowerment between the government and the private sector. Furthermore, it was also stated that the optimization of women in Village development depends on the level of participation of women to be active in Village forums and institutions, [5], [31].

Women in Sukaluwei Village have participated in Village development in various fields, such as informant R as chairman of the PKK, informant N as general head, informant s as chairman of the BPD, informant SV as an educator, informant MA as member of BPD, and informant I as hamlet head. The same results were also found in the Manembu study, 2017, wherein in the Maumbi Minahasa Village area, many women participated in development as heads of BPD and were involved in family empowerment activities or PKK, [32]. The position of women turned out to be very strategic, namely as chairperson, where the position of the chairperson was a central figure in the organization that determined essential decisions/policies. Therefore, the ability to think and manage an organization in making essential decisions/policies is very much needed. Women who are needed are women who have the capacity so that the goals of the organization/institution can be realized.

Some existing literature emphasizes that women's participation in development or various activities must also be supported by media literacy

skills, especially in using technology. Communication studies explain that a person must be able to use, understand, select, and produce media content, known as media literacy. Media literacy is a term that is almost the same as the ability of ICT or information communication and technology. Mastery of ICT becomes a mandate on the SDGs agenda, where women and young women must master ICT, [9]. As stated by Marcelle, [11], ICT mastery provides advantages for women. That mastery of ICT will improve women's quality of life.

Good mastery of technology also contributes to progress for women entrepreneurs and SMEs in Yogyakarta, [33]. where they are advised to use social media in marketing their products, the point is that mastering technology will increase the marketing of the MSME actor's products. Carry out marketing using a positive impact on development. The research results on six informants in Sukaluwei Village showed that they could use technology, especially smartphones. Informants' daily work must be connected to media support. They take advantage of the existing WhatsApp group to share information and coordinate tasks and activities; for them, the existence of the WhatsApp group helps facilitate, expedite, and make time effective so that planned activities can achieve the desired goals. If things need to be clarified, they can ask in the WhatsApp group.

Women's ICT skills in using technology in Sukaluwei Village women show moderate abilities; they can use it but still have some obstacles related to some applications they need to practice fluently. This aligns with the results of previous research, which states that female activists in Medan have an individual level of competence within the media literacy framework, [34]. The ability to use media the informants themselves already exists; they can use smartphones to support their activities as women activists in Medan. Besides that, they can understand the message's contents and select helpful content. One aspect of poor literacy is the ability to produce media products through videos. They usually still ask for help from other people (friends, children, or family).

In line with that, women's ability in ICT has been demonstrated by taking over roles amid political, economic, and patriarchal morality challenges in cyberspace, [11], [35]. Cyberspace today very clearly shows the role of men in controlling the conversation space in discussing various vital issues related to the lives of many people. The large number of women actively involved in cyberspace can become a functional



space for conveying their ideas and ideas on an equal footing with men. Therefore, it is necessary to regulate a policy that can affect the state, provincial, and district, even at the sub-district and Village levels—making policies that support ICT mastery for women so that they are actively involved in development in cities and Villages.

Women with qualified ICT and media literacy skills at a high level are expected to be on an equal footing with men in contributing their abilities and expertise to advance the nation. Efforts to achieve SDGs become more manageable and smoother where women with ICT skills are active. The implementation of government policies regarding the requirements for mastering ICT/media literacy has already occurred in the Deli Serdang district, especially in the election of the BPD in Sukaluwei Village, where the chairperson and members of the BPD must master ICT. The results of in-depth interviews with am informants as members of the BPD show that mastering ICT is one of the must-have requirements. This policy has been implemented in all areas of Deli Serdang Regency, including Sukaluwei Village. As the Village-level leader, the Village head wants his staff to have ICT skills. This was acknowledged by informant I because mastery of ICT can launch work programs in the Village. For example, to invite meetings, coordinate work, and so on.

## 6 Conclusion

In village development efforts, the role of women in Sukaluwei Village, Bangun Purba Sub-district, and Deli Serdang Regency shows a significant impact. Women's involvement in various aspects, both domestic and non-domestic, such as professional background, economy, and conscience, turned out to be the central pillar in encouraging the community, especially women, to participate in the development process. Although there are external forces that encourage women's participation, the essence of their support for village progress is an essential factor that should be considered. Diversifying women's roles in the village management structure and organizations such as the PKK shows a relatively diverse and dimensional contribution.

In addition, the importance of women's ability in media literacy, especially ICT, as a tool to facilitate coordination and information dissemination is critical to increasing the effectiveness of women's participation. Strengthening women's media literacy capacity and improving ICT skills were identified as urgent steps to achieve increased participation and sustainable

development goals. However, challenges related to women's limited ICT capabilities require further research focus to understand their impact on access to public services, job skills, gender stereotypes, and digital literacy to support future sustainable development.

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#### **Contribution of Individual Authors to the Creation of a Scientific Article (Ghostwriting Policy)**

- Mazdalifah developed the research idea, conceptualization, and framework, executed the concept, and characterized the research phenomenon.
- Moulita has structured, laid out, and looked for secondary data.
- Nita Savitri has enhanced grammar in social academia.

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The authors have no conflict of interest to declare.

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