

Research Proposal
2012 Indonesian Google Policy Fellow

Your Name	Ambar Sari Dewi
Place & Date of Birth	Bogor, xxxxxxxxxxxx
Address of Domicile	Sewon Bantul Yogyakarta
Contact: FB page, blog, email, twitter, phone	<p>FB: ambarsaridewi</p> <p>Twitter: @ambarsaridewi</p> <p>Blog: www.ambar76.wordpress.com</p> <p>Email:xxxxxxxxx</p> <p>Tel: xxxxxxxxxxxx</p>
Latest Education and Field of Work	<p>Latest Education: (2003-2006) Master of Science in Sociology, Departement of Sociology, Post-Graduate Programme Faculty of Social and Political Sciences, Gadjah Mada University, Cum Laude (with Distinction) (GPA: 3.80 of 4.0). <u>Thesis</u> Title: Gerakan Sosial di Dunia Maya: Studi atas Gerakan Open Source sebagai Gerakan Sosial Baru (<i>Open Source Movement as New Social Movement</i>) <u>Supervisor:</u> Prof Nasikun.</p> <p>Field of work: Lecturer at Departement of Sociology Faculty of Social Science and Humanity State Islamic University Sunan Kalijaga</p> <p><u>Main activities and responsibilities :</u></p> <p>(1). Teaching some courses to undergraduate student. I teach Qualitative Research Method, Cyber Sociology, Sociology of Communication.</p> <p>(2). Conduct research and writing papers/journal</p>

<p>Research Experience(s)</p>	<p>2011: Pengaruh budaya organisasi terhadap kinerja Karyawan UIN Sunan Kalijaga Yogyakarta (<i>Influence of organizational culture on employee performance in UIN Sunan Kalijaga</i>), co-investigator, Lembaga Penelitian UIN Sunan Kalijaga</p> <p>2010: (1). Analisis Perilaku pengguna Facebook di Yogyakarta dan perilaku e-Commerce (<i>Analysis of Facebook User and e-Commerce Behaviour in Yogyakarta</i>), Principal Investigator, Directorate General of Islamic Education, Indonesian Ministry of Religious Affairs. (2). Peran Media Komunitas dalam Disaster Risk Reduction di Yogyakarta dan Jawa Tengah (<i>The Role of Community Media in Disaster Risk Reduction in Yogyakarta and Central Java</i>), Principal investigator, Directorate General of Islamic Education, Indonesian Ministry of Religious Affairs.</p> <p>2009: Facebook, Budaya Silaturahmi dan Budaya Membaca: Studi Hubungan antara Facebook dengan Budaya Silaturahmi dan budaya Membaca (<i>Facebook, Silaturahmi and Reading culture in UIN Sunan Kalijaga</i>), co-investigator, LEMLIT UIN Sunan Kalijaga Yogyakarta.</p> <p>2006 : Gerakan Sosial di Dunia Maya: Studi atas Gerakan Open Source sebagai Gerakan Sosial Baru (<i>Open Source Movement as New Social Movement</i>), Principal Investigator, Post-Graduate Thesis Research for Post-Graduate Programme, Departement of Sociology, Faculty of Social and Political Sciences, Universitas Gadjah Mada Yogyakarta.</p> <p>2003: Pengaruh Frekuensi Menonton Tayangan Mistik dan Alienasi Sosial pada Anak di Timbuharjo Sewon Bantul (<i>Influence of Mystical Television Show and Social Alienation to Children in Timbulharjo Sewon Bantul Yogyakarta</i>), Principal Investigator, LPM Universitas Widya Mataram Yogyakarta.</p> <p>1999: Anak dan Perilaku Konsumtif di Yogyakarta (<i>Children and Consumptive Behaviour in Yogyakarta</i>), Principal Investigator, Undergraduate Thesis Research for Undergraduate Programme, Departement of Sociology, Faculty of Social and Political Sciences, Gadjah Mada University</p>
<p>Research Topic for Google Fellowship</p>	<p>ICT, Women, Rural, and SMEs</p>

<p>Please describe in two brief sentences the broad purpose of your research proposal. Follow this example: “(Your name here) submit the research proposal in order to do Y. My research will focus on X, X, and X. (Hint: the Xs in this sentence are concrete, measurable activities or deliverables, and the Y in the sentence is a broader social or strategic benefit).</p>	<p>Ambar Sari Dewi submit this research proposal in order to investigate the adoption of ICT innovation by small medium enterprises (SMEs) which owned and run by women in Yogyakarta and Central Java.</p> <p>My research will focus on:</p> <ol style="list-style-type: none"> 1. What are the factors that drive and/or hamper the adoption of ICT by small business women? 2. How do small business women adopt ICT innovation in their firm? 3. How have ICT innovation been used by small business women in their firm?
<p>In one or two sentences, please explain the environment or challenge that your research is addressing. If possible, ground this challenge with statistics or citations or examples (But remember, only one or two paragraphs—you’ll give more detail in the proposal narrative below).</p>	<p>The adoption of ICT innovation by small medium enterprises (SMEs) which owned and run by women, is lower than men due to: the limited resources i.e human, financial and technical resources, social-cultural problems, education (Melhem & Tandon, 2009), their role in the family which caused to limited time to acquitnant with ICT (Kennedy, et. Al, 2003) and limited competence of ICT (Liff & Shepherd, 2004). Women also differ significantly from men in their attitudes and motivation in using ICT (Hargittai & Shafer, 2006).</p> <p>Problems face by small medium enterprises (SMEs) which owned and run by women is crucial whereas the number of small medium enterprises (SMEs) owned by women is high. Indonesian Central Bureau of Statistics (2001) stated that women hold 44, 29% of micro-enterprise ownership in Indonesia, while the ownership of small business are 10,28%. Assuming that ICT, particularly the Internet, is considered capable to provide more effective cost business, introduce of new products, improve communications, gather information and seek potential business partners, expand the market with lower cost and easier, reducing transaction costs and coordination as well as develop and create new markets (Kaplan et al., 1997; Coccia 1997; Hawking 1997 in Jeanette and Cavaye, 1999, Steinfeld and Klein, 1999; Mann et al., 2000; Globberman et al.,2001; Williams et al., 2001; Cavusgil, 2002 in Kraemer et al., 2002), then the low level of ICT adoption by small medium enterprises (SMEs) women should be solved to help women to expand their firm.</p>
<p>In one or two paragraphs, please explain how your research will address the challenge articulated in the previous paragraphs (in other words: what will be achieved if you are selected to be a research fellow).</p>	<p>This research seeks to achieve the challenge, with regards to:</p> <ol style="list-style-type: none"> 1). Providing empirical studies of the adoption of ICT innovation by small medium enterprises (SMEs) which owned and run by women, especially in Yogyakarta and Central Java. 2). Distinguishing the factors underlying ICT adoption by SMEs to enhance its capabilities. 3). Providing mini handbook for organisation who interest to facilitate SME own and run by women in rural area.

In one or two paragraphs, please explain how **your proposal objective is uniquely positioned to successfully achieve the goals of the research.** (Here you can cite history of your previous work/activity/research or explain the unique perspective or technical expertise or social context, etc.)

As previously mention, the subject of this research is women who own and run SME in rural area. To achieved the objectives of this research, my previous experience and close relationships with several women entrepreneurs in Yogyakarta and Central Java will be an important assets. I have been built trust and network among them since 2009 through informal meeting or training. This social capital play important role to attain successful research.

In addition, my knowledge, research experience and skills related to ICT, the social dimension of technology and research methods, are essential elements that will give broader perspective to the data analysis. I have been conducted research in social dimension of technology theme since 2006, with various topic ie, The Use of ICT in the Establishment of Collective Identity among Jalin Merapi's Volunteers (forthcoming, 2012), the role of local e-government in Bureaucratic Reform in Terong Yogyakarta (2011), Facebook User Behaviour in e-Commerce in Yogyakarta (2010), etc.

Moreover, the experience of writing academic papers (2008-2012) and manual (Internet Desa Manual Book, 2008; How to Set up Telecenter, 2007; GIS for beginner video manual, 2006) will assist me in preparing and writing-up research reports and writing manuals.

Not only in the academic field, my experience in the humanitarian field would enrich the analysis of this study. I joined in Jalin Merapi and act as one of the administrators of social media during Mt Merapi eruption in 2010. I am also a financial coordinator MK160 programs conducted by Angkringan community radio. I am often asked to facilitate workshops or speak in a discussion related to ICT and women.

Based on my experience and skill, I believe that the objective of this research will be achieved successfully.

Summary of accomplishments under your current or previous research

(Please refer to benchmarks in your previous research, if this is your first research, indicate with N/A)

In general, most of my research aims to explore the social dimensions of technology. Technological innovation and invention, especially ICT, is always associated with non-technical aspects such as social, cultural, political or legal.

In the academic paper I'm writing based on research on collective identity of the Jalin Merapi's volunteers during Mt Merapi eruption in 2010 (forthcoming, 2012), I found that the presence of ICT is one of the factors which helped the process of establishing the identity of Jalin Merapi's volunteers. Significant factor in this case are face to face meeting and communication between the founder of jalin Merapi and its volunteers. These two things are actually contributing to how Jalin Merapi's volunteers organized themselves during disaster. Social media selected by Jalin Merapi is the catalyst to accelerate the process of identity formation.

In a study on the role of local e-government (SID) in the reform of bureaucratic challenges in Terong (2011), I conclude that convergence of technology used in SID play important role. However, the success factor which leverage the implementation of SID is not only technological aspect, but also the strong influence of the village leader.

Meanwhile, my research on open source movement (2003) conclude that the collaboration between programmers and volunteers is a reaction to the enforcement of copyright in which restrict knowledge sharing culture. This kind of collaboration meet the basic principle of new social movement. However, in the context of Indonesia, the open source movement can not succeed because of lack of support from the government. Moreover, Indonesian people are happy to use pirated software. This attitude hamper the development of open source movement.

My other research on Facebook user behavior for e-commerce in Yogyakarta (2010) summarized that Facebook offer convinience feeling for small business women to upload their product photos. Facebook become the main promotion tool since it easy to use and cheap. However, most of them do not understand the rules of privacy and security policies on Facebook. As a result, cases of hacking a Facebook account is often happened. In some cases, product photos can be taken for granted by other Facebook user.

<p>Proposed research activities (provide a summary of five or six bulleted items)</p>	<ol style="list-style-type: none"> 1. construct data collecting instruments, build contacts in research area, prepare research logistics, secondary data analysis. 2. collect the data, which includes revising or planning for data collection, collecting the data itself, processing the data. 3. conducting data analysis, as well as reporting on data collection and analysis. 4. writing-up the research report 5. writing-up mini handbook for organisation/other parties that interested to facilitate small medium enterprises (SMEs) which owned and run by women. 				
<p>Benchmarks (Indicators of successful implementation of research activities) (Summary only usually one or two corresponding to each major activity listed above; these should represent products, outputs, outcomes, or other measurable targets, not a re-statement of the activities. We are looking for both quantitative and qualitative outputs and outcomes)</p>	<ol style="list-style-type: none"> 1. There is a description about the profile of SMEs that have been studied 2. Factors that drive and hamper small business women can be identified. 3. There is an explanation about adoption of ICT innovation pattern among small business women 4. There is an explanation about the use of ICT by small business women. 5. There is an explanation about how to facilitate adoption of ICT innovation by small business women in rural area 6. Printed research result is distributed to 100 organisation. E-book research result is downloaded 500 times. 7. Printed handbook is distributed to 100 organisation. E-book of handbook is downloaded 500 times. 				
<p>Research start and end date (Use dd/mm/yyyy format)</p>	<p>3 July 2012-20 January 2013</p>				
<p>Research time frame (Specify the time frame and/or schedule of your research)</p>	<p>Attached in separate sheets</p>				
<p>Target population for these research activities (e.g. who are the respondents? Male / female / age / educational / economic status /etc? More than one population is fine; just add % for each.)</p>	<p>Respondents of this research are women who own and run small medium enterprises (SME). This research will use the definition of SME as officially introduced by the Central Bureau of Statistics (2003) and the Ministry of Cooperative and SME (2000).</p> <table border="1" data-bbox="750 1392 1425 1696"> <tr> <td data-bbox="750 1392 938 1545">Small Enterprises</td> <td data-bbox="938 1392 1425 1545"> <u>UU No 9/1995</u> : Asset < IDR 200 million (excluding land and building), Annual sales volume < IDR 1 billion <u>the Central Bureau of Statistics</u> : Employee 5-19 people </td> </tr> <tr> <td data-bbox="750 1545 938 1696">Medium Enterprises</td> <td data-bbox="938 1545 1425 1696"> <u>President Instruction No 10/1999</u> : Asset IDR 200 million -10 billion (excluding land and building), Annual sales volume > IDR 1 Billion <u>the Central Bureau of Statistics</u> : Employee 20-99 people </td> </tr> </table>	Small Enterprises	<u>UU No 9/1995</u> : Asset < IDR 200 million (excluding land and building), Annual sales volume < IDR 1 billion <u>the Central Bureau of Statistics</u> : Employee 5-19 people	Medium Enterprises	<u>President Instruction No 10/1999</u> : Asset IDR 200 million -10 billion (excluding land and building), Annual sales volume > IDR 1 Billion <u>the Central Bureau of Statistics</u> : Employee 20-99 people
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<p>Target geographic area for these research activities (e.g. by province, district or city. More than one target area is fine; just add % for each.)</p>	<p>This research will be conducted in Special District of Yogyakarta and Central Java. According to Ministry of Cooperative and SMEs (2004), Yogyakarta has 19 SME clusters which consists of more than 88. 862 SME units. Meanwhile, Central Java has 77 clusters which consists of more than 83.140 SME units. To enrich the data analysis, geographic area will be devided based on rural-urban area in Yogyakarta and Central Java, therefore target geographic area of the research will focus to 2 regions in Yogyakarta (Bantul, Yogyakarta) and 3 regions in Central Java (Klaten, Solo, Wonogiri).</p>
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