WEAVING ENTERPRISE AND IDENTITY: NARRATIVES OF DAYAK WOMEN'S ORGANIZATION COMMITTEE MEMBERS IN CENTRAL KALIMANTAN PROVINCE IN ENTREPRENEURSHIP

Endah Yusma Pratiwi[1*]
Mardiana[2]
Ade Yusuf Ferudyn[3]
Nawung Asmoro Girindraswari[4]
Cani Crihas Tuti Nababan[5]
Nurul Latifah[6]

[1,2,3,4,5,6] Universitas Palangka Raya
*Corresponding author. Email: endahyusmapratiwi@fkip.upr.ac.id

_____

Abstract: This study explores the experiences of members of the Dayak Women's Institution of Central Kalimantan Province in conducting entrepreneurship, focusing on the meaning of their business practices within the context of local cultural identity, the negotiation of dual roles, and the utilization of institutional support as socio-cultural capital. Employing a qualitative approach, the research utilized interviews, observation, and documentation methods with institution members who also manage businesses. The findings indicate that Dayak women perceive entrepreneurship not merely as an economic activity, but also as a means of cultural preservation and expression of local identity. In managing their enterprises, they negotiate dual roles as homemakers, employees, business owners, and community participants through adaptive strategies based on social solidarity and institutional support. The institution functions as a symbolic facilitator and source of collective legitimacy, providing space for marketing, training, and expanding business networks.

Keywords: Dayak Women; Entrepreneurship; Cultural Identity; Women's Institution; Socio- Cultural Capital

_____

Introduction

Indonesian women's entrepreneurship has become a key element in national economic development over the past decade. The Minister of Cooperatives and SMEs has stated that women play a tremendously significant role in advancing the SME sector in Indonesia. Currently, approximately 64.5 percent of all SMEs are managed by women. This figure reflects the significant economic power of Indonesian women, whose contributions deserve appreciation (umkm.go.id). It is tangible proof of their role in sustaining the economy.

Behind these encouraging statistics lies a more complex reality, particularly in the context of entrepreneurship among women in indigenous communities, such as the Dayak women's organization. For them, entrepreneurship is not merely a profit-oriented economic activity; it is a socio-cultural practice that bridges ancestral values, environmental sustainability, and community resilience with the demands of the modern economy.

In a broader context, women's involvement in entrepreneurship often involves a double burden, where domestic and public responsibilities are managed simultaneously. However, as

(Purwanto, 2016) argues, women possess cultural capital that enables them to negotiate these multiple roles without losing the meaning of their cultural identity. Local values such as equality, solidarity, and collective responsibility serve as social resources that strengthen their business resilience. Therefore, understanding the experiences of Dayak women in developing their entrepreneurial ventures must be framed within their cultural identity and the inherent institutional support of their community.

Elevating the experiences of these Dayak women leaders to an academic subject is crucial for at least three reasons. First, they are genuine contributors to a sustainable local economy. Second, their struggles represent the essence of women's empowerment and family resilience. They demonstrate that the identity of a Dayak woman can be dynamic, independent, and empowered without abandoning cultural roots. Third, they are preservers of culture, transforming cultural heritage into living economic assets with added value.

Based on the above, this research, titled "Weaving Enterprise and Identity: Narratives of Dayak Women Leaders in Central Kalimantan in the World of Entrepreneurship," is conducted. It aims to examine the meaning of entrepreneurship within the context of local cultural identity, as well as the negotiation of dual roles and the utilization of institutional support by Dayak women.

Method

The article is based on the results of community service involving 30 young men and women from Bukit Liti Village as training participants. Three main training sessions were held at Pondok Baca Taman Harati, namely training in editing promotional content, training in writing promotional content, and training in website and social media management (Instagram, TikTok, and YouTube). The training method was based on hands-on practice with guidance from experts in the field of digital content and social media management. Evaluation was carried out through analysis of social media interactions and community feedback during and after the training. Continuous guidance through a WhatsApp group was also provided to support the sustainability of the participants' skills.

Result and Discussion

1. Promotional Content Editing Training

Promotional content editing training was held on August 16, 2025, at Pondok Baca Taman Harati, attended by 30 enthusiastic young men and women from Bukit Liti Village who wanted to improve their digital editing skills. The material covered basic video cutting techniques, transition settings, adding text, music, and visual effects using popular applications such as CapCut and Canva. Participants received direct guidance from expert speakers who guided them in producing engaging digital content tailored to the promotional needs of their village and creative ventures.

The training results showed a significant improvement in the participants' skills, particularly in creating video-based promotional content uploaded to various digital platforms such as YouTube, Instagram, and TikTok. The young people were able to apply their editing, filming, and visual storytelling skills in accordance with the principles of digital storytelling. Each video produced showcases the uniqueness of Taman Harati, from its natural beauty and creative community activities to the local products that characterize the village. This improvement in skills shows that participants not only understand the technical aspects of content production but also have a keen sense of aesthetics and the messages they want to convey to their audience.

Positive public response to uploaded content is an indicator of the success of this training. The promotional video for Taman Harati received a high level of engagement, as seen from the number of views, comments, and shares on social media. This indicates an increase in the appeal and quality of visual communication produced by the training participants. Further impacts are expected in the form of increased visibility for Taman Harati and wider exposure of Bukit Liti Village's flagship products to a broader audience. Thus, this training not only enhances the digital skills of young people

but also makes a tangible contribution to the promotion and sustainable development of the village's creative economy.

From a theoretical perspective, this training is based on the concept of digital storytelling, which is a communication approach that combines the power of narrative with digital media to convey messages in an emotional and persuasive manner (Abderrahim & Gutiérrez-Colón Plana, 2021). Digital storytelling plays a crucial role in building connections between content, audiences, and brand identity through powerful visual storytelling (Yupi & Heryadi Putri, 2023). In the context of tourism destination promotion, this approach allows content creators to showcase local uniqueness and values in a more engaging and accessible way to the public. Through authentic narratives and compelling visuals, a destination can achieve a positive image in the digital space.

Furthermore, promotional videos with strong storylines and emotional messages can increase audience interest, especially among younger generations who are active social media users (Kusdinata & Ihwanny, 2022). Story-based content has the ability to create psychological closeness between viewers and the promoted destination, thereby encouraging curiosity and the desire to visit (Pamungkas, 2023). These findings are in line with modern digital marketing trends that place storytelling as a key strategy in building audience engagement and loyalty to a brand or tourist location (Manurung et al., 2022).

This digital storytelling practice has been concretely implemented in training activities in Bukit Liti Village. In the content editing training session, young people were facilitated to produce promotional videos for Taman Harati, highlighting visual narratives that depict natural beauty, local cultural values, and community activities. Participants not only learned technical aspects such as shooting and video editing, but also understood how to build a storyline that could evoke emotions and strengthen the village's digital image. Through the application of digital storytelling theory, the training successfully helped the youth of Bukit Liti Village produce more creative, meaningful, and competitive content in promoting their local potential.

 2.   Promotional Content Writing Training

Promotional content writing training was held on September 13, 2025, with material on persuasive and communicative article writing techniques. Participants learned to compose content that highlights the uniqueness and potential of Taman Harati's educational tourism so as to attract readers' interest while conveying clear and in-depth information. This approach combines theory and hands-on practice so that participants can immediately produce articles that are then published on the official Taman Harati website.

This promotional article writing training successfully improved participants' ability to design content that is informative, interesting, and relevant to the needs of digital audiences. Participants were guided to understand the basic structure of promotional articles, from determining persuasive titles and writing engaging opening paragraphs to developing content that highlights the village's tourism potential and leading products. During the process, participants were also introduced to the use of artificial intelligence (AI) technology through ChatGPT as a tool to help develop writing ideas, improve sentence structure, and draft promotional articles. This approach helped participants understand that writing digital content does not only depend on manual skills, but can also be optimized through the use of technology to produce more effective and engaging writing.

During the training session, interactions between participants and speakers were active and productive. The young people enthusiastically discussed and tried out ChatGPT's features to find content inspiration, edit text, and adjust their writing style to suit digital platforms such as websites, blogs, and social media. Speakers also emphasized the importance of using ChatGPT ethically and critically, namely as a thinking companion rather than a substitute for human creativity. The training atmosphere became more interactive as participants shared their experiences in developing ideas and writing their work. Through this activity, participants not only mastered good writing techniques but

also learned to use ChatGPT wisely to strengthen digital promotional messages and build a positive image of Bukit Liti Village in the digital space.

Authentic and persuasive content is a key element in modern digital marketing strategies (Salonen et al., 2024; Terho et al., 2022). Authenticity is considered capable of building audience trust because honest and relevant content is more easily accepted and remembered by readers. Meanwhile, persuasive elements in writing play a role in influencing audience behavior to take action, such as visiting tourist destinations, buying local products, or sharing promotional content. In the context of promoting tourist villages, authentically created content can represent local characteristics and values, thereby strengthening the digital identity of villages amid intense competition for information on social media.

In addition, digital storytelling theory emphasizes the importance of engaging and authentic narratives in building emotional connections between content creators and audiences (La Rose & Detlor, 2021). A strong narrative allows readers to not only understand the promotional message, but also feel an emotional connection to the story being told. In practice, a storytelling-based writing style not only conveys facts about a destination, but also describes the experiences, cultural values, and inspiring stories behind it. This approach has proven effective in increasing the appeal of content and strengthening the positive image of tourist destinations in the digital space.

The promotional article writing training in Bukit Liti Village was designed to address the need for written communication skills relevant to these principles. Through guidance from resource persons, participants were encouraged to hone their writing skills in a style that is communicative, authentic, and evokes emotion in readers. This activity focuses not only on the technical aspects of writing, but also on understanding how content can build engagement and strengthen the digital identity of Taman Harati. Thus, this training contributes to strengthening a sustainable digital promotion ecosystem, where village youth can become creative communication agents who bring local narratives to life through writing.

3. Website and Social Media Management Training

Website and social media management training was held on September 20, 2025, attended by 30 participants who were provided with technical knowledge and strategies for managing digital content on the Taman Harati website and Instagram, TikTok, and YouTube platforms. The training was divided into sessions on website management, Instagram, and TikTok, featuring competent speakers who guided participants through hands-on practice ranging from content uploading and display settings to ways of increasing audience interaction.

The training results show significant progress in the ability of Bukit Liti Village youth to independently and sustainably manage digital media. After receiving intensive training, participants were able to apply photography, videography, content writing, and social media management skills in an integrated manner. The Taman Harati Instagram account is one example of the successful implementation of a digital promotion strategy, with 62,039 views, 48 active posts, and 1,368 followers within a few months. The published content includes documentation of activities, natural beauty, and promotion of local products, packaged in an attractive way using a digital storytelling approach that is both and engaging. Each post not only serves as a promotional medium but also as a means to build engagement with the audience through interactions in the comments section and the story feature.

Similar success was also seen on TikTok and YouTube, which became the main platforms for distributing video-based content. On TikTok, young people successfully produced 20 promotional videos with a total of around 25,000 views, some of which even went viral with tens of thousands of viewers. Meanwhile, the Taman Harati YouTube account is used as an educational digital archive, containing 6 uploaded videos featuring training processes, participant testimonials, and documentation of village activities, with a total of 1,300 views. On the other hand, the official Taman Harati website serves as a digital information hub showcasing the village profile, tourism activities,

visual galleries, and even a transaction platform for local products. The integration of these various digital platforms strengthens Taman Harati's digital identity comprehensively, reflecting the independence of the village youth in managing promotions and building a sustainable digital ecosystem.

In digital marketing theory, active interaction through social media is one of the main factors in building long-term relationships with audiences (Anak Agung Istri Syawana Bargandini & Ni Nyoman Juwita Arsawati, 2022). The success of a promotional strategy depends not only on the quality of the content, but also on how intense and relevant the interaction is between the manager and their followers (Ariyani et al., 2022; Dewa & Safitri, 2021). Through two- way communication, the audience feels more valued, involved, and emotionally connected to the brand or community they follow. In the context of Bukit Liti Village, active interaction on platforms such as Instagram, TikTok, and YouTube creates a space for village youth to interact directly with the community and potential tourists. These activities gradually increase audience loyalty while strengthening the positive image of Taman Harati as a community- based tourist destination that is professionally managed and responsive to public input.

In line with this, research by Dewi and Santoso (2024) highlights the importance of digital communities and ongoing mentoring in strengthening social media management capabilities at the village level. This is reflected in the formation of the "Digital Awareness Youth" WhatsApp group, which serves as a forum for discussion, coordination, and experience sharing among members after the training ends. This group is not only a means of technical communication, but also a dynamic learning space where members can provide each other with feedback on content, promotional strategies, and digital innovation. Ongoing mentoring from resource persons and facilitators ensures that the learning process does not stop at the formal training stage, but continues to evolve through collaborative practices in the digital community. With this mentoring system in place, the sustainability of digital media management in Bukit Liti Village is strengthened, creating an adaptive, participatory, and independent promotional ecosystem.

Overall, this training not only equipped the youth of Bukit Liti Village with technical skills, but also fostered awareness and responsibility in maintaining and developing digital-based tourism promotion. This success demonstrates the importance of integrating digital skills training with ongoing mentoring and evaluation as a strategy for empowering rural communities to develop competitive educational tourism

Conclusion

The digital capacity building training program in Bukit Liti Village has successfully empowered young people to independently and sustainably manage promotional media and digital content. Through training in content editing, promotional article writing, and website and social media management supported by digital storytelling theory and the use of AI, participants were able to produce creative and effective content to strengthen the digital image of Taman Harati. The results are evident in the increased activity and interaction on the village's Instagram, TikTok, YouTube, and official website accounts, which serve as promotional and educational tools. Continuous mentoring through the "Digital-Aware Youth" community ensures the sustainability of the practices that have been taught, making this activity a form of community service that has a real impact in strengthening the digital identity and promotional independence of Bukit Liti Village.

References

Abderrahim, L., & Gutiérrez-Colón Plana, M. (2021). A Theoretical Journey From Social Constructivism To Digital Storytelling. *The EuroCALL Review*, *29*(1). https://doi.org/10.4995/eurocall.2021.12853

Afina, R., Qatrunnada, H., Amabel Kirani, H., Kencana, W. H., Budilaksono, S., Febrianty, F., & Gantina, D. (2022). Strategi Marketing Desa Wisata Berbasis Informasi dan Teknologi. *IKRAITH-Teknologi*, *6*(3). https://doi.org/10.37817/ikraith-teknologi.v6i3.2302

Anak Agung Istri Syawana Bargandini, & Ni Nyoman Juwita Arsawati. (2022). Optimalisasi Media Sosial Dalam Upaya Promosi Desa Wisata di Desa Kenderan, Tegallalang, Gianyar. *KAIBON ABHINAYA : JURNAL PENGABDIAN MASYARAKAT*, *4*(1). https://doi.org/10.30656/ka.v4i1.3107

Ariyani, R. M., Dhameria, V., & Suyitno, S. (2022). Pengaruh Daya Tarik Wisata dan Promosi Media Sosial terhadap Minat Berkunjung Kembali Wisatawan di Waduk Setu Patok Kabupaten Cirebon. *JPEKA: Jurnal Pendidikan Ekonomi, Manajemen Dan Keuangan*, *6*(2). https://doi.org/10.26740/jpeka.v6n2.p133-147

Dewa, C. B., & Safitri, L. A. (2021). Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie). *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, *12*(1). https://doi.org/10.31294/khi.v12i1.10132

Jiwa Permana, A. A., & Wirayani, M. P. (2021). Media Promosi untuk Membantu Promosi Desa Wisata. *Jurnal Edutech Undiksha*, *9*(2). https://doi.org/10.23887/jeu.v9i2.37235

Kusdinata, C. V., & Ihwanny, R. (2022). Perancangan Iklan Flife melalui Penerapan Tone Warm untuk Merealisasikan Konsep Vitalitas. *Cipta*, *1*(2). https://doi.org/10.30998/cipta.v1i2.1610

La Rose, T., & Detlor, B. (2021). Social Work Digital Storytelling Project: Digital Literacy, Digital Storytelling, and the Makerspace. *Research on Social Work Practice*, *31*(6). https://doi.org/10.1177/1049731521992427

Manurung, M. M. H., Manurung, H. E., & Wijaya, E.-. (2022). Design A Folk Story-Based Three-Dimensional Animation About The Origins Of Sago In Sentani. *Journal Of Informatics And Telecommunication Engineering*, *6*(1). https://doi.org/10.31289/jite.v6i1.6250

Pamungkas, A. (2023). Narasi dan Representasi Kearifan Lokal dalam Video Promosi Pariwisata The Heartbeat Of Toba. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, *8*(3). https://doi.org/10.33633/andharupa.v8i3.5624

Rahmatillah, T. P., Insyan, O., Nurafifah, N., & Hirsan, F. P. (2019). Strategi Pengembangan Desa Wisata Berbasis Wisata Alam dan Budaya Sebagai Media Promosi Desa Sangiang. *Jurnal Planoearth*, *4*(2). https://doi.org/10.31764/jpe.v4i2.970

Salahuddin, M., Sujastiawan, A., & Saputra, W. (2023). Pengelolaan Objek Wisata Kolam Semongkat Oleh Dinas Pemuda Olahraga Dan Pariwisata Kabupaten Sumbawa. *Jurnal Kapita Selekta Administrasi Publik*, *3*(2). https://doi.org/10.58406/kapitaselekta.v3i2.1083

Salonen, A., Mero, J., Munnukka, J., Zimmer, M., & Karjaluoto, H. (2024). Digital content marketing on social media along the B2B customer journey: The effect of timely content delivery on customer engagement. *Industrial Marketing Management*, *118*. https://doi.org/10.1016/j.indmarman.2024.02.002

Terho, H., Mero, J., Siutla, L., & Jaakkola, E. (2022). Digital content marketing in business markets: Activities, consequences, and contingencies along the customer journey. *Industrial Marketing Management*, *105*. https://doi.org/10.1016/j.indmarman.2022.06.006

Wardayati, S. M., Arif, A., Prita Dania Sofiana, S., Wasito, W., Hidayatullah, A., Fiqkri, M., Fariz Fauzi, M., Utami Zulaikhoh, S., & Aulia Salasabila, R. (2023). Optimalisasi Potensi Kebun

Buah Tin Sebagai Eduwisata Berbasis Digital Entrepeneur di Jember Tin Garden Kabupaten Jember. *Jurnal Abdimas Independen*, *4*(2). https://doi.org/10.29303/independen.v4i2.902

Yupi, Y., & Heryadi Putri, A. (2023). Analisis Konten Strategi Komunikasi Pemasaran Pada Aplikasi Tiktok. *KOMVERSAL*, *5*(1). https://doi.org/10.38204/komversal.v5i1.1214