

MODEL OF INFORMATION TECHNOLOGY LITERATION IN EMPOWERMENT OF WOMEN THROUGH COMMUNITY-BASED EDUCATIONAS

by Sujarwo, Trisanti, Fitta Ummaya Santi

ABSTRACT

This research aims to: 1) implementing information technology literacy model guidelines in empowering women through community-based education in the neighborhood of Bejiharjo Tourism villages, 2) increasing the knowledge, skills and awareness of women in Bejiharjo tourism villages in managing the productive potential of information technology-based environments.

The research method used is the research and development method or Research & Development (R&D). to produce a product and test the effectiveness of the product in accordance with development goals. The method used includes descriptive and evaluative methods. The research was carried out in Bejiharjo Tourism Village, Karangmojo District, Gunungkidul Regency, Yogyakarta Special Region. Development research is carried out using the modified Borg and Gall model (preliminary research, compiling design, making products, product validation and utilization. Women's empowerment activities through information technology include; preparation, implementation of providing information technology-based entrepreneurship motivation, forming business groups, information technology-based business management training, business management and business group assistance, and evaluation Data were collected using observation, interviews and performance methods. Collected data were analyzed with descriptive qualitative and quantitative descriptive.

The results of the study are; 1) the formation of 5 culinary business groups with each group consisting of 5 group members and each group gets a culinary guidebook as a provision for conducting information technology-based businesses, 2) increasing the knowledge of culinary groups in the Bejiharjo tourism village.

Kata Kunci: *Village tourism, women, technology, information*