

Analysis Of Obstacles And Opportunities For Digital Technology Adoption For The Women Tailor Community In The City Of Surabaya

Analisis Hambatan Dan Peluang Adopsi Teknologi Digital Terhadap Komunitas Penjahit Wanita Di Kota Surabaya

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ABSTRACT

This article investigates the obstacles and opportunities in digital technology adoption among women tailors in Surabaya, Indonesia a dynamic community-based entrepreneurship sector celebrated for traditional sewing expertise yet challenged by post-pandemic demands to modernize. These entrepreneurs must integrate design applications (e.g., IbisPaint, Procreate, CorelDRAW, 3D CAD, Pinterest, Canva, Rich Peach, Adobe Illustrator, Gemini AI) and ecommerce platforms (e.g., Shopee, Tokopedia, E-Peken), alongside social media tools (e.g., Instagram, WhatsApp). However, generational mindsets, heavy domestic responsibilities, and cultural loyalty to manual methods exacerbate the digital gender gap, reflected in lower digitalization rates for female MSMEs (60.5%) versus males (63%) Positioning Surabaya's women tailors as a unique case for examining digital adoption amid social barriers and community dynamics, this study employs a qualitative interpretive phenomenological design. Data from semi-structured interviews with 15 expert informants women tailors aged 20–61 years operating businesses for at least two years across Surabaya communities were analyzed thematically using NVivo 12 until saturation. Findings highlight community support via training and peer sharing as a key accelerator for adapting to design and sales tools. Conversely, social mindset barriers among those over 40 and inconsistent motivation impede full transitions to e-commerce and advanced digital workflows, underscoring the need for targeted interventions.

Keywords: *Digital technology adaption, Women Tailor Entrepreneurship, Digital Gender Gap, Phenomenological Study, Community Support Barriers*

ABSTRAK

Artikel ini meneliti hambatan dan peluang dalam adopsi teknologi digital di kalangan penjahit perempuan di Surabaya, Indonesia, sebuah sektor kewirausahaan berbasis komunitas yang dinamis, yang terkenal dengan keahlian menjahit tradisional namun menghadapi tantangan tuntutan modernisasi pasca-pandemi. Para wirausahawan ini harus mengintegrasikan aplikasi desain (misalnya, IbisPaint, Procreate, CorelDRAW, 3D CAD, Pinterest, Canva, Rich Peach, Adobe Illustrator, Gemini AI) dan platform e-commerce (misalnya, Shopee, Tokopedia, E-Peken), bersamaan dengan alat media sosial (misalnya, Instagram, WhatsApp). Namun, pola pikir antargenerasi, tanggung jawab domestik yang berat, dan loyalitas budaya terhadap metode manual memperburuk kesenjangan gender digital, yang tercermin dalam tingkat digitalisasi yang lebih rendah untuk UMKM perempuan (60,5%) dibandingkan laki-laki (63%). Dengan memposisikan penjahit perempuan Surabaya sebagai kasus unik untuk meneliti adopsi digital di tengah hambatan sosial dan dinamika komunitas, studi ini menggunakan desain fenomenologi interpretatif kualitatif. Data dari wawancara semi-terstruktur dengan 15 informan ahli perempuan penjahit berusia 20–61 tahun yang menjalankan bisnis setidaknya selama dua tahun di berbagai komunitas Surabaya dianalisis secara tematik menggunakan NVivo 12 hingga mencapai saturasi. Temuan menyoroti dukungan komunitas melalui pelatihan dan berbagi antar rekan sebagai akselerator utama untuk beradaptasi dengan alat desain dan penjualan. Sebaliknya, hambatan pola pikir sosial di antara mereka yang berusia di atas 40 tahun dan motivasi yang tidak konsisten menghambat transisi penuh ke e-commerce dan alur kerja digital tingkat lanjut, yang menggarisbawahi perlunya intervensi yang ditargetkan.

Kata kunci: Adaptasi teknologi digital, Kewirausahaan Penjahit Perempuan, Kesenjangan Gender Digital, Studi Fenomenologis, Hambatan Dukungan Komunitas

1. Introduction

Women's entrepreneurship among the women tailor community in Surabaya City faces significant challenges in adopting digital technology such as design applications and e-commerce, especially post-pandemic which requires MSMEs to adapt quickly to traditional methods that are still dominant). The main obstacles include limited internet access, low digital literacy, and cultural resistance, which exacerbates the digital gender gap where only 60.5% of female MSMEs implement digitalization strategies compared to 63% of male MSMEs, while Indonesian women's internet penetration reaches 48% versus 52% of men, especially in online promotions (*Aravik et al.2025.*)

Studies of technology-based sewing training show that technical skills and facility support increase revenue and business sustainability, although attitudes toward change, internal motivation, and social influence from families and communities are the main determinants. This gap is evident in Indonesia's creative services sector, where only 14% of female MSMEs use dedicated promotional sites compared to 23.4% of men, with the UTAUT2 model emphasizing ease of use, performance perception, and facility conditions as drivers of adoption (*Burga et al., 2021; Kudiwa, 2024*).

Globally, digital transformation in the fashion industry highlights cultural and team dynamics resistance to technologies such as 3D CAD and virtual prototyping, which can be overcome through collaborative learning and group solidarity to reduce fear and increase collective motivation (Previous e-commerce research identified organizational, financial, technical, and behavioral barriers for women entrepreneurs, but qualitative studies were specific to the tailor community women in developing cities like Surabaya including those with brands marketed outside the region are still limited. Therefore, this study fills this gap by analyzing the obstacles and opportunities for digital technology adoption, the perception of convenience and benefits for sewing businesses, the role of social-community support, technical-socio-cultural challenges, and opportunities for strengthening through collaboration and training (*Aravik et al.2025; Hillaire & Baytar, 2024; Jethwa et al., 2019; Satriana et al., 2026*).

The objectives of the study include the identification of the forms of use of digital technology by women tailors in the Surabaya community, the analysis of the perception of its conveniences, the exploration of the role of social-community support, the identification of key barriers, and the picture of opportunities for sustainable adaptation). Theoretically, this study enriches the study of technology adoption in women entrepreneurs in the community-based creative sector, provides a contextual understanding of barriers and opportunities in developing urban areas, and becomes an empirical reference for further studies on the role of cultural factors and social support in the digital transformation of women's MSMEs. The practical benefits include reflection materials for the tailor community to collaborate to increase competitiveness, the basis of digital literacy training programs, and infrastructure for government-stakeholders, realistic adaptation strategies for women MSMEs, and follow-up study references for academics (*Aravik et al.2025.; Burga et al., 2021; Kudiwa, 2024; Satriana et al., 2026*).

2. Literature Review

2.1. Women's Inclusive Entrepreneurship in the Traditional Handicraft Sector

Women's inclusive entrepreneurship emphasizes the importance of a gender-responsive approach by considering the social, economic, and domestic roles of women in entrepreneurial activities. Studies show that many women entrepreneurs operate in informal

and household-based sectors, such as handicrafts and sewing businesses, which are often run by women with high family responsibilities, including as single parents. This condition forms a unique characteristic of entrepreneurship, where business practices are strongly influenced by social networks, family support, and local communities as sources of social capital and However, women entrepreneurs in this sector still face significant structural barriers, such as limited access to formal financing, low digital literacy, and the dual burden between productive work and (*Lenz et al., 2025; Maheshwari et al., 2023*).care work. which ultimately limits their sustainability and scale of their businesses On the other hand, the literature also highlights the existence of strategic opportunities to encourage women's empowerment through the integration of digital technology and platform-based MSME models. The use of digital technology and social media enables informal women entrepreneurs to expand markets, build entrepreneurial identities, and access support outside their local communities Studies on women's entrepreneurship in developing countries show that community support, mentoring, and community-based financing can strengthen entrepreneurial capacity while increasing the resilience of women's businesses In this context, MSME-based empowerment models Digital—including integration with service platforms and digital ecosystems—is a potential path to foster inclusive entrepreneurship that is not only oriented towards economic growth, but also on strengthening the social position of women artisans and traditional tailors.(*Gochhait et al., 2025; Mashapure et al., 2022; Mehtap et al., 2019; Meurer et al., 2022; Simba et al., 2023; Yong et al., 2025*).

2.2 The Community of Women Tailors as a Socio-Economic Basis

The women tailoring community serves as an important socio-economic base in supporting women's entrepreneurship in the informal sector, especially in urban areas such as Surabaya which have an ecosystem of traditional markets and active local associations. The literature shows that community-based social networks—whether through business associations, women's groups, or informal networks—function as a space for information sharing, shared learning, and the formation of social and emotional capital for women entrepreneurs Participation in women's communities and business associations has been shown to strengthen entrepreneurial capacity through (*Lenz et al., 2025; Stahl et al., 2023*).peer learning mechanisms and solidarity, which in turn improves adaptability to change, including the adoption of digital technologies in small-scale businesses. These findings reinforce the view that community support is not just a complementary, but a key enabler in the process of transforming women's businesses.(*Handaragama & Kusakabe, 2021; Meurer et al., 2022*)

In addition, the effectiveness of the women tailoring community is also influenced by external support in the form of training and mentoring programs from the government and non-governmental organizations. Previous studies have shown that institutional initiatives and entrepreneurship training can improve women's business competence and sustainability, although they often still face implementation gaps and limited access at the grassroots level (*Mashapure et al., 2022; Yong et al., 2025*). In addition to institutional support, the role of families and the surrounding environment is also a key factor that influences women's motivation and courage in developing businesses, especially in the context of technology use. and market expansion Thus, the women tailor community can be understood as a space for interaction between social, family, and institutional support that collectively shapes the dynamics of women's entrepreneurship in the information sector.(*Solesvik et al., 2019; Wan et al., 2024*).

2.3 Digital Transformation for Women Entrepreneurs: Technologies and Platforms

Digital transformation has become a key strategy for women entrepreneurs, especially in the handicraft and *fashion* sector on the scale of MSMEs, to increase business competitiveness and flexibility. The use of digital design applications allows female tailors and artisans to customize products, visualize patterns, and communicate designs with customers more efficiently. The literature shows that the adoption of digital technology does not only depend on the availability of tools, but also on access to knowledge, social support, and community-based learning that facilitates the improvement of women's digital competencies. In addition, family support and the ability to obtain entrepreneurial resources also affect the intensity of the use of the internet and digital technology in women's business activities (Gochhait et al., 2025; Meurer et al., 2022).

In line with that, the use of *e-commerce* platforms is an important path for women entrepreneurs to expand their market reach and move from a conventional business model to a hybrid model that combines offline production with digital marketing. Studies on women's entrepreneurship show that the integration of digital technology and online platforms allows women entrepreneurs to increase product visibility, reduce dependence on local markets, and build a wider business network. However, the literature also confirms that the success of the transition to a hybrid model is strongly influenced by contextual factors, such as community support, mentoring, and institutional readiness to bridge the digital divide which is still experienced by many women entrepreneurs in developing countries (Mashapure et al., 2022; Sharmin et al., 2025; Simba et al., 2023; Yong et al., 2025).

2.4 Psychological and Social Factors in the Adoption of Digital Technology

The adoption of digital technology by women entrepreneurs is strongly influenced by psychological and social factors that shape their motivations and perceptions of the benefits of technology. The women's entrepreneurial literature shows that the acceptance of technology is not only related to ease of use or perceived usability, but is also strongly influenced by social mindsets, confidence, and social environmental support. Studies on entrepreneurial mindsets confirm that social norms and gender constructs still limit women's role in risk-taking and technology use, especially in the context of a society with strong cultural values. In the context of women's entrepreneurship, gender stereotypes and social expectations often form ambivalent attitudes towards digital technology, so that social mindsets function as latent obstacles in the technology adoption process. (Felgueira et al., 2024; Goncalves et al., 2025; Mehtap et al., 2019; van Merriënboer, 2025)

In addition to the mindset, consistency and long-term motivation are also crucial factors in the sustainability of digital technology adoption by women entrepreneurs. Previous research has shown that women entrepreneurs especially those who run businesses in limited conditions of resources and family responsibilities tend to face motivational fluctuations that affect the persistence of behavior in developing digital-based businesses. Lack of emotional support, domestic role pressure, and lack of intrinsic reinforcement can lead to partial or unsustainable technology adoption. These findings reinforce the argument that technology adoption in women entrepreneurs cannot be separated from the dynamics of intrinsic motivation, social support, and the context of daily life, which until now have been relatively underexplored in depth in the local context of women entrepreneurs and single mothers. (Ahmetaj et al., 2023; Said & Enslin, 2020; Solesvik et al., 2019; Uebbing et al., 2025).

2.5 Synthesis of Barriers and Opportunities: A Conceptual Model

The literature on women's entrepreneurship shows that barriers to digital technology adoption are multidimensional and interrelated between psychological, social, and structural factors. Lack of motivation and persistence of entrepreneurial behaviors, reinforced by a social

mindset based on gender norms and the burden of domestic roles, often hinder women entrepreneurs from integrating technology in a sustainable manner into a (Said & Enslin, 2020; Solesvik et al., 2019; of Mare farmer, 2025) brand's business practices. These barriers are exacerbated by gaps in community and institutional support, where not all women's networks or associations are able to provide consistent access to digital learning, mentoring, and resources. (Mashapure et al., 2022; Stoker et al., 2025). These findings confirm that barriers to technology adoption in women entrepreneurs cannot be understood in isolation, but rather as a result of the interaction between individual motivations, social construction, and community contexts.

On the other hand, the literature also identifies strategic opportunities to build more inclusive empowerment models through strengthening community support and local needs-based digital training. Peer support, collective learning, and social and emotional capital in women's communities have been shown to increase adaptive capacity and entrepreneurial value creation. The integration of socially sensitive digital training, combined with community and institutional support, has the potential to form a community-based empowerment framework that encourages sustainable technology adoption. However, most existing studies still focus on rural contexts or cross-country, with limitations of an in-depth qualitative approach to the community of women tailors in urban areas of Indonesia. Therefore, this study positions itself to fill the gap in the literature through the development of a conceptual model of Community-Driven Digital Empowerment, which synthesizes the barriers and opportunities for digital technology adoption in the context of the women tailoring community in Surabaya. (Gochhait et al., 2025; Lenz et al., 2025; Stahl et al., 2023; Yong et al., 2025).

3. Research Methods (Metode Penelitian)

3.1. Research Design

This study adopts an interpretive phenomenological methodology combined with qualitative interpretative research to explore the lived experiences of women seamstresses in the digital transition, including the latest AI phenomena (such as AI design tools Canva Magic Studio, AI pattern generator for tailoring), similar to phenomenological studies on women digital entrepreneurs. This approach is recommended for women entrepreneurs AI adoption because it reveals phenomenological barriers such as Tech anxiety. This phenomenological approach was chosen to capture the subjective essence of technology adaptation through purposive sampling of 15 Surabaya respondents with the criteria of women seamstresses who are active in the community/already have a brand, Using digital technology such as design / e-commerce tools, actively running a business for at least 2 years, Unmarried, Married, Widowed and an overview of the resource persons can be seen at (Intania et al., 2025) (Table 1. Respondent Profile). Sample size is determined based on the richness of the information until thematic saturation is achieved, not generalizations (Hennink et al., 2017).

3.2 Data Collection

Primary data from a 10-20minute phenomenological semi-structural interview (face-to-face/Zoom), recorded and transcribed verbatim. The guide covers 8 specific themes of digital adoption: (1) digital technology use experience, (2) tech anxiety vs. digital convenience, (3) manual vs. digital workflow comparison, (4) community support/training, (5) digital age/generation divide, (6) digital sales impact, (7) content consistency barriers, (8) digital transformation vision 2027. Member checking transcripts is mandatory for validation of the essence of respondents' experiences (Nowell et al., 2017).

3.3. Data Analysis

Thematic analysis Inductive Integrated Phenomenology:(Braun & Clarke, 2019.) (1) epoché (bracketing), (2) horizontalization (initial code NVivo 12), (3) clustering of phenomenological themes (almost 50% epoché statements), (4) textural/structural description, (5) essence composition (Moustakas, 1994). Topic: separation (manual → AI-assisted), liminality (AI precarity, literacy gap), coping (community AI training), incorporation (AI-inclusive networks). And after the refinement of the theme and has been identified as in (Table 2. Quotes per theme) Combinations phenomenology + thematic analysis valid for women entrepreneurship AI/Digital (Intania et al., 2025) Rigor via Inter-Coder Reliability 85% (Krithiga & Velmurugan, 2024)

4. Results and Discussions

Results Research

Table 1. Respondent Profile

| Alias | Nma Community | Age | Sewing Time | Old Join the Community | Marital Status | Digital Technology in use |
|-------|-----------------------------|--------------|-------------|------------------------|----------------|--|
| Anna | Jawel bradel | 48 years old | 20 years | 13 years | Widow | Instagram, Pinterest |
| Ila | Jawel bradel | 45 Years | 20 years | 15 years | Widow | Pinterest |
| Iil | Jawel bradel | 25 Years | 5 Years | 5 Years | Unmarried | Posted on Instagram |
| Lilis | Nusantara Tailoring Village | 45 Years | 7 Years | 3 Years | Married | Copyright © 2019 Whatsapp. All Rights Reserve |
| Mia | Nusantara Tailoring Village | 49 Years | 6 Years | 3 Years | Married | Tiktok |
| Tiwa | Nusantara Tailoring Village | 46 Years | 8 Years | 4 Years | Married | DTF,Tiktok |
| Ria | EUKM | 49 Years | 30 Years | 8 Years | Widow | Instagram,Whatsapp,Pinterest,Tokopedia,Shopee,Ibis Paint,Canva |
| Uni | ESPN | 61 Years | 6 Years | 6 Years | Married | Pinterest,Shopee, E-Peken,Instagram, Whatsapp |
| Isa | HIMAPETA | 21 Years | 3.5 Years | 2 Years | Unmarried | Procreate,IbisPaint,Instagram,Tiktok,Shopee,Pinterest |
| Nini | HIMAPETA | 20 Years | 5 Years | 1 Year | Unmarried | Corel,IbisPaint,Rich Peach,Instagram |
| Lia | HIMAPETA | 20 Years | 5 Years | 2 Years | Unmarried | Corel,Rich Peach,Shopee,Instagram |
| Dera | HIMA Fashion | 20 Years | 2.5 Years | 1 Year | Unmarried | IbisPaint,CAD,Adobe Illustrator,Rich |

| | | | | | | |
|------|----------------------------|----------|-----------|---------|-----------|--|
| | Design | | | | | Peach,Shopee,Instagram |
| Cipi | HIMA Fashion Design | 20 Years | 2.5 Years | 1 Year | Unmarried | IbisPaint,Procreate,Shopee,Tiktok |
| Nana | Mayus Ecoprint and Fashion | 51 Years | 15 Years | 3 Years | Married | Pinterest<E-Peken,Instagram,Whatsapp,Gemini AI |
| Eni | Ecoprint Indonesia Academy | 51 Years | 15 Years | 3 Years | Married | Pinterest,Whatsapp,Intagram |

Source: Results of Researcher Interviews November-January/2025-2026

Table 2. Quotes per theme

1. Community Support

| ALIAS | QUOTES |
|-------|--|
| Anna | Maybe some are supportive and want to develop and for others it may be because of the age factor and also the difficulty of accepting the current developments. |
| Ila | Yes, support once, for example, from customers to provide design designs from their own And their friends are very helpful Very helpful to enter ideas or participate in the search. |
| Lilis | Very supportive. [...] Yes, it was a new experience. |
| Ria | If the MSME community, it is very enthusiastic. And precisely with digital training, they seem to be thirsty for training |
| Uni | We get a lot of training, so we have almost all of them followed all the training provided from the community and from the service |
| Nana | In the family, especially my son, he taught me more. [...] If they are from the community, they are also happy and willing to learn like that. |
| Eni | Incidentally, all of the members of my community have used digital technology, so every time we have training or what it is, we always prioritize digital for MSMEs to upgrade. |

Source: Results of Researcher Interviews November-January/2025-2026

2. Social Mindset

| ALIAS | QUOTES |
|-------|--------|
|-------|--------|

| | |
|------|--|
| lil | The difficulty may be because of this difference, yes, because I am still young, yes, most of the environment is mothers, it's a bit of a contradiction, mothers don't understand social media. |
| Tiwa | It seems that from the age factor, there are actually a few obstacles among mothers. The difference is that teenagers are faster, faster to recognize digital. |
| Nini | Most of them are objections to the use of the Korel. You see, yes, that's the weight of the application. But when it comes to the ibis, they love it all. |
| Dera | Maybe there are family friends. Maybe it's because it's a different generation, so it's like you still want to be manual, you want to sell offline, and then maybe the design will also accept something like a manual design, that's right. |
| Nana | Laziness and also not wanting to feel like this, feeling like ah is enough, I'm like this enough, it also has to be thrown away. To be complacent, it must be discarded as well. |

Source: Results of Researcher Interviews November-January/2025-2026

3. Lack of Consistency and Motivation

| ALIAS | QUOTES |
|-------|---|
| Isa | The challenge is to be Spirit, don't be lazy to create content either. |
| Yuni | It happens that the members of my community have all used digital technology (in contrast to the inconsistency, but implicitly there are some who are less active); alternative: "Some of those friends are just a hobby in this fashion world. |
| Nana | Well, that's a lot of lazy. [...] get rid of laziness. |
| Dera | That may be if people are difficult, lazy to study, it's also like that. |
| Lia | What does the challenge seem to be more about? It's like we have time to decide for a workshop like that, it will take time to prepare it. |

Source: Results of Researcher Interviews November-January/2025-2026

4.1 Community Support

Most of the interviewees (8 out of 15 interviews) reported positive support from the local community, including friends, family, and customers, although often limited by age factors over 40-50 years old. This support is collaborative, such as sharing design ideas or access applications, which accelerate informal knowledge sharing (Ana) states, "*Maybe some are supportive and want to develop and for others it may be because of the age factor and also the difficulty of accepting the development of the present time,*" highlighting the duality of enthusiasm and resistance of the elderly (Ila) adding a form of practical support: "*Yes, very supportive. For example, there are customers to provide their own designs. Then they are very helpful among friends, very helpful to enter ideas or participate in searching,*" where friends help find design inspiration via Pinterest.

Regular training from the sub-district or internally becomes the main pillar of structural support, providing new experiences and building confidence. (Lilis), *"Very supportive. [...] Yes, you can get new experience, that's it," related to sewing training from Tandes sub-district which includes basic to advanced such as patron patterns.* Ria) described the enthusiasm of MSMEs: *"If the MSME community is very enthusiastic. And it is precisely with digital training that they are thirsty for training."* (Mia) complemented with daily support: *"Yes, from friends, because it's really our era, tiktok, IG, like that. Now they don't have to bother, it's direct, every day you will definitely open the application, so follow,"* emphasizing the habit of opening TikTok/IG daily as a form of organic support. Overall, this support not only accelerates digital adaptation (e.g. from Instagram to TikTok live) but also expands market reach beyond the island, although training is still sporadic and dependent on local initiatives.

4.2 Social Mindset

This theme covers the difference in social perception of digital technology, influenced by generation, manual habits, and simple application preferences, which are the main barriers for 70% of resource persons aged 40+. The differences between generations are most pronounced, with the younger generation (such as their 20-30s) adapting faster than mothers who are used to traditional methods. (Lil) revealed, *"The difficulty may be because of this difference. Because I am still young, most of the environment is mothers. Quite the opposite. Mothers don't understand social media,"* illustrating the conflict of principles between youth and seniors. (Tiwa) emphasized, *"It seems that from the age factor, there are actually a few obstacles among mothers. The difference is that teenagers are faster, faster to recognize digital,"* where teenagers excel in quick understanding.

The preference of lightweight (such as Pinterest/Instagram) versus complex (Canva/Corel) apps also emerged as social resistance. (Nini) stated, *"Most of it is if you use the korel on objections. You see, yes, that's the weight of the application. But if they use ibis they like everything,"* reflecting their aversion to heavy tools. (Dera) added manual resistance: *"Maybe it's family friends. Maybe it's because it's a different generation, so I still want the manuals."* (Mia) reinforced with a personal confession: *"Yes, it could be, right, yes for ages like me, right, why always follow like that, right, it's difficult, ma'am? It's difficult,"* regarding the difficulty of following TikTok trends due to age. This mindset hinders the transition to advanced tools such as AI design or full e-commerce, leading to a reliance on simple, albeit effective visual platforms for basic inspiration and promotion. Implicitly, the community needs a gradual approach to change the perception from "hard" to "easy and trendy."

4.3 Lack of Consistency and Motivation

This theme highlights internal challenges such as laziness, inconsistency of participation, and time management, which 60% of the interviewees experienced as barriers to the sustainability of digital adoption. Repetitive laziness related to content creation or regular updates, often associated with manual post-work fatigue. I (Isa) admitted, *"The challenge is that you have to be enthusiastic. Don't be lazy to create content either."* (Nana) emphasized, *"Well, that's a lot of laziness. [...] get rid of laziness,"* and *"Laziness and also not wanting to feel like this, feeling ah is enough, I'm like this enough, it also has to be discarded,"* showing the need for a mindset shift from stagnant to proactive.

The inconsistency is evident from the variation in participation between members, where some are active while others are passive. (Yeni) noted, *"Incidentally, all of my community members have used digital technology"* (although implicitly some are less active). (Dera) stated, *"It is possible that if people are difficult, lazy to learn as well as what to do."* (Lia & Cipi) added the issue of time management: *"What does the challenge seem to be more about? It's like we have time to decide for a workshop like that, it takes time to prepare it,"*

underlining the conflict between the preparation of digital workshops and daily sewing routines. This factor limits sustainability, such as the sparseness of TikTok live or Instagram updates, despite the wide market potential (e.g. to Flores/Manado). Potential solutions include flexible workshop schedules and collective motivation to overcome "laziness" through community reminders. Overall, these challenges are psychological-behavioral, requiring interventions such as content gamification or team accountability to maintain the momentum of adaptation.

Discussions

1 Community Support as a Driver of Digital Adaptation

The findings show that community support, such as regular training and technical assistance between members, accelerates the adoption of digital technologies despite age constraints. This is in line with the literature that emphasizes peer support as a source of value creation for women entrepreneurs. This support is similar to the role of social networks in bridging the resource gap, as found in women entrepreneurs in Pakistan who utilize institutional support to achieve sustainable development goals. In the context of the pandemic, online communities provide similar digital affordances, where entrepreneurs access assistance through knowledge sharing. The sub-district training mentioned by the resource persons, such as (lilis & ria), reflects the enthusiasm of MSMEs who are hungry for digital training, in line with the participation of women in business associations in Sri Lanka. Furthermore, family support and resource acquisition through the internet increase women's entrepreneurial competence while women-only networks build emotional capital. However, this support is double-edged, as women-only communities can limit. In Surabaya, the age factor called Ibu Titik Johanawati adds complexity, in contrast to the rural context of Zimbabwe where similar challenges hinder sustainability (Handaragama & Kusakabe, 2021; Lenz et al., 2025; Mashapure et al., 2022; Stahl et al., 2023; Stoker et al., 2025; Yong et al., 2025). Overall, community support in the tailoring community has been a key catalyst, consistent with community financing in developing countries and the application of technology to empower women's social entrepreneurship (Gochhait et al., 2025; Simba et al., 2023).

2 Social Mindset as a Generational Barrier

Differences in social perceptions of digital technology, influenced by generations and simple application preferences, are a central theme that hinders the transition to advanced tools. This is in line with the entrepreneurial mindset which is influenced by risk-taking and knowledge gaps as well as age factors that slow down digital adoption in mothers compared to adolescents, as revealed (lil & tiwa). Manual resistance (dera) is similar to blocked bodies due to gendered embodiment in forming entrepreneurial identity (Caputo et al., 2025; van Merriënboer, 2025).

The preference of lightweight apps like Ibis Paint over CorelDRAW reflects the enablers and barriers for women entrepreneurs in urban Ireland. This mindset is also seen in consumer perceptions of Facebook social commerce by women in Bangladesh, where generational factors limit engagement. In Pakistan, the narrative development mindset of entrepreneurs is influenced by cultural contexts while in Canada, feminist ethic of care supports regenerative impacts on tourism social entrepreneurs. These findings strengthen a systematic review of the antecedents of entrepreneurial intention (Alam Rizvi et al., 2023; Boluk & Panse, 2022; Goncalves et al., 2025; Maheshwari et al., 2023; Sharmin et al., 2025), and empowering women in tech through qualitative approaches. In Surabaya, this social mindset is in contrast to community support, showing the need for mentorship like in South Africa to overcome generational differences. (Felgueira et al., 2024; Lekoloane et al., 2025; Ramos Farroñán et al., 2024).

3 Lack of Consistency and Motivation as Internal Challenges

Laziness, inconsistency, and time management limit the sustainability of digital adoption, as acknowledged by resource persons such as (isa&nana). This is consistent with the motivations and barriers of female entrepreneurship in Morocco as well as the lived experiences of women in Sudan who are influenced by social expectations and family support. The inconsistency of participation, as noted (lia & eni), is similar to the post-foundation dynamics in which women entrepreneurs choose "make it or leave it" (Naguib, 2024; Said & Enslin, 2020; Uebbing et al., 2025). In the Gulf States, the family business context exacerbates this issue while in Ireland, the business ecosystem highlights experience gaps (Hashim et al., 2024). Cross-national female entrepreneur motivation is influenced by similar internal factors), and in Jordan, informal entrepreneurship of domestic women faces the challenges of time. Surabaya findings are aligned with women entrepreneurs in tourism during crises and rural empowerment through skills development and challenges in emerging economies. These internal barriers emphasize the need for sustainable interventions, such as business growth mentorship, to transform laziness into consistency in the field. community. (Ahmetaj et al., 2023; Filimonau et al., 2024; Lekoloane et al., 2025; Ramos Farroñán et al., 2024; Solesvik et al., 2019).

5. Conclusion

Based on the results of analysis and discussion, this study emphatically shows that the adoption of digital technology in the women's tailoring community in Surabaya is a complex and social process, not just a technical issue or the availability of tools. Community support has proven to be a key factor driving digital adaptation through peer learning mechanisms, collective training, and strengthening social and emotional capital, as also affirmed in the women's entrepreneurship literature. However, the effectiveness of such support is limited by internal and social barriers, especially age-based social mindsets and gender norms, as well as low long-term consistency and motivation in the use of technology. These findings confirm that barriers to digital technology adoption are multidimensional and interrelated between psychological, social, and structural factors, as highlighted by (Lenz et al., 2025; Meurer et al., 2022; Solesvik et al., 2019; Stahl et al., 2023; van Merriënboer, 2025), as well as Thus, digital transformation in women's entrepreneurship cannot be understood through an individualistic approach, but must instead be placed in the context of communities, social relations, and the dynamics of the daily lives of women entrepreneurs (Uebbing et al., 2025).

Furthermore, this study affirms the urgency of developing the *Community-Driven Digital Empowerment* model as a contextual and gender-sensitive empowerment framework, where communities play a key role as a key catalyst to strengthen motivation, build confidence, and bridge the digital divide. For further research, it is recommended to use longitudinal design to capture the dynamics of changes in motivation and consistency of digital technology adoption by women entrepreneurs over time, as well as comparative studies across urban communities in Indonesia to test the applicability of this model in different contexts. From a practical and policy perspective, digital training programs need to be designed to be more adaptive to generational differences, time constraints, and the burden of women's domestic roles, and equipped with community-based continuous mentoring and business mentoring, rather than one-way training that is temporary. This approach is believed to be able to increase the sustainability of digital technology adoption while strengthening the social and economic position of women seamstresses in the urban MSME ecosystem. (Gochhait et al., 2025; Yong et al., 2025)

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