

THE CONTRIBUTION OF FEMALE COMMUNICATION TO THE DEVELOPMENT OF FAMILY SOCIO-ECONOMIC RESILIENCE IN BANDUNG WETAN MSMES

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Abstract

This research aims to examine the role of communication among women entrepreneurs in MSMEs in Bandung Wetan in building the socio-economic resilience of families. Women have a dual role as business drivers and household economic supporters. The communication strategies they use, both in the family environment and in business activities, become important factors in maintaining business continuity and family welfare. This research uses a qualitative approach with a case study method on women's MSME groups in Bandung Wetan. Data were collected through in-depth interviews, observations, and documentation. The research results show that effective communication among family members, communication with customers, and the use of digital media are the main assets for women in SMEs in facing socio-economic challenges. In addition, social support from family also strengthens the resilience of their businesses. These findings are expected to contribute to strengthening the communication capacity of women entrepreneurs and serve as a consideration in designing family-based MSME empowerment programs.

Keywords: women's communication, MSMEs, socio-economic resilience, family, Bandung Wetan

Abstrak

Penelitian ini bertujuan untuk mengkaji peran komunikasi pelaku UMKM perempuan di Bandung Wetan dalam membangun ketahanan sosial ekonomi keluarga. Perempuan memiliki peran ganda sebagai penggerak bisnis sekaligus mendukung ekonomi rumah tangga. Strategi komunikasi yang mereka gunakan, baik di lingkungan keluarga maupun dalam kegiatan bisnis, menjadi faktor penting dalam menjaga kelangsungan bisnis dan kesejahteraan keluarga. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus pada sekelompok UMKM perempuan di Bandung Wetan. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa komunikasi yang efektif antar anggota keluarga, komunikasi dengan pelanggan, dan penggunaan media digital menjadi modal utama bagi perempuan UMKM dalam menghadapi tantangan sosial ekonomi. Selain itu, dukungan sosial dari keluarga juga memperkuat ketahanan bisnis mereka. Temuan ini diharapkan dapat berkontribusi dalam penguatan kapasitas komunikasi pengusaha perempuan, serta menjadi pertimbangan dalam merancang program pemberdayaan UMKM berbasis keluarga.

Kata kunci: komunikasi perempuan, UMKM, ketahanan sosial ekonomi, keluarga, Bandung Wetan

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute one of the most strategic pillars of the Indonesian economy. Their contribution is not merely complementary but structural, shaping national economic resilience, employment absorption, and regional development. Data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia indicate that MSMEs contribute more than 60% of national Gross Domestic Product (GDP) and absorb approximately 97% of the total workforce (Ministry of Cooperatives and SMEs, 2023). This dominance reflects the embeddedness of MSMEs in local economic ecosystems, where business activities are often rooted in community networks, family structures, and informal economic practices. In urban centers such as Bandung, a city widely recognized for its creative industries in culinary arts, fashion, and handicrafts, MSMEs function not only as income-generating entities but also as drivers of innovation and cultural identity.

Bandung Wetan District represents one of the vibrant economic zones within the city, characterized by dense commercial activity and a strong presence of women-led enterprises. Women MSME actors in this district are actively involved in culinary production, home-based fashion businesses, online retail, and craft industries. Fauzan (n.d.) notes that the growth of MSMEs in Bandung is closely linked to the entrepreneurial participation of women, who often initiate businesses from domestic spaces and gradually expand through community networks and digital platforms. This phenomenon reflects broader national trends in which women's entrepreneurship has increased significantly in the last decade, partly driven by economic necessity, partly by expanding educational access, and partly by digital transformation.

Women MSME actors in Bandung Wetan commonly occupy dual and even triple roles. They are entrepreneurs responsible for strategic planning, marketing, financial management, and customer relations, while simultaneously fulfilling domestic responsibilities as wives, mothers, and caregivers. This multidimensional role structure creates a complex negotiation between public and private spheres. The intersection of business management and family responsibilities often demands high adaptability, emotional regulation, and time management. In such circumstances, communication competence becomes a critical resource. Communication functions not only as an operational tool in business transactions but also as a relational mechanism for maintaining family cohesion and securing social support.

Effective communication within the family context contributes significantly to emotional stability and shared decision-making. Family communication theory emphasizes that open, empathetic, and participatory dialogue strengthens family resilience and mutual trust (Angela O'Brien et al., 2023). For women MSME actors, internal communication with spouses and children may include discussions about financial allocation, time division, childcare responsibilities, and business risks. When communication flows transparently, family members are more likely to provide moral encouragement and

instrumental support. Conversely, miscommunication or lack of involvement can lead to conflict, stress, and reduced productivity.

Externally, women MSME actors must cultivate communication strategies to engage customers, suppliers, business partners, and broader communities. Relationship marketing theory highlights that long-term business sustainability depends on trust-building, responsiveness, and interpersonal connection (Rahmadana & Alisalman, 2023). Women entrepreneurs often leverage relational communication styles characterized by warmth, empathy, and personal engagement, which can enhance customer loyalty. Adisha Anindiva Faizal et al. (2023) argue that communication skills significantly influence business performance, especially in small enterprises where brand identity is closely tied to the owner's personal interaction with customers. In the digital era, such communication extends beyond face-to-face encounters to online platforms, where responsiveness to messages, clarity of product descriptions, and persuasive storytelling determine market competitiveness.

Previous studies have established a positive correlation between women's communication competence and MSME success. Elsan et al. (2025) emphasize that adaptability in communication enables women entrepreneurs to navigate market uncertainty, negotiate effectively, and expand collaborative networks. Similarly, Yuliantini et al. (2024) highlight that digital communication literacy enhances market reach and strengthens competitive advantage. However, many of these studies treat family communication and business communication as separate analytical domains. Research often focuses either on women's economic empowerment or on family resilience without examining how these dimensions intersect. This fragmentation creates a conceptual gap in understanding how communication strategies operate simultaneously within domestic and commercial environments.

In Bandung Wetan, the challenges faced by women MSME actors are multidimensional. Limited access to capital remains a recurring issue, particularly for home-based businesses that lack collateral for formal credit. Market competition has intensified due to digital platforms enabling new entrants to offer similar products at competitive prices. Consumer behavior has shifted toward online purchasing, requiring adaptation in digital marketing strategies. The post-pandemic economic environment has also introduced volatility in supply chains and consumer purchasing power. Yet, alongside these constraints, opportunities have expanded through social media marketing, community-based entrepreneurship programs, and peer networks among women entrepreneurs.

Digital media plays a transformative role in reshaping communication patterns among MSME actors. Social media platforms such as Instagram, TikTok, and WhatsApp Business enable entrepreneurs to promote products, engage customers, and build brand narratives with minimal cost. Digital communication reduces geographical limitations and accelerates feedback cycles. Yuliantini et al. (2024) argue that digital platforms empower women entrepreneurs by providing flexible promotional tools compatible with domestic responsibilities. Nevertheless, digital engagement also requires strategic literacy, including content planning, audience analysis, and crisis communication

management. Therefore, communication strategy in this context encompasses both interpersonal and mediated dimensions.

The research gap addressed in this study lies in the absence of integrative analysis that connects internal family communication, external business communication, and socio-economic resilience. Socio-economic resilience refers to the capacity of individuals and families to withstand economic shocks, adapt to change, and sustain well-being over time. Family social support has been widely recognized as a protective factor in entrepreneurship. Emotional support enhances psychological well-being, instrumental support provides tangible assistance, and informational support contributes to problem-solving capacity (Angela O'Brien et al., 2023). However, limited research explores how communication mediates the relationship between social support and business sustainability among women MSME actors.

By situating the study in Bandung Wetan, this research seeks contextual specificity. Local cultural norms, community networks, and economic structures shape communication practices differently from other regions. Bandung's creative culture encourages innovation and informal networking, which may influence how women entrepreneurs interact with customers and family members. Exploring these localized dynamics enriches theoretical discourse on gender, communication, and economic resilience.

This research therefore aims to analyze internal communication strategies between women MSME actors and their family members, identifying patterns of negotiation, decision-making, and conflict resolution. It also seeks to identify external communication strategies with customers and business partners, examining how relational approaches contribute to customer retention and market expansion. Furthermore, the study explores the utilization of digital media as promotional and interactive tools, assessing how digital literacy shapes competitiveness. Finally, it analyzes the role of family social support in fostering socio-economic resilience, highlighting how communication functions as a bridge between domestic stability and entrepreneurial success.

Theoretically, this research integrates perspectives from communication theory, gender studies, and entrepreneurship. It conceptualizes communication not merely as message transmission but as a relational process embedded in power structures, emotional labor, and cultural expectations. Women entrepreneurs often perform emotional labor by maintaining harmonious interactions both at home and in business contexts. Understanding this dynamic contributes to broader discussions on gendered communication and economic empowerment.

Practically, the findings are expected to inform policy and community-based assistance programs. Family-based MSME mentoring initiatives can incorporate communication training modules, conflict management workshops, and digital literacy development. Government and local institutions may design programs that recognize the interdependence of family stability and business sustainability. By strengthening communication competencies, women MSME actors can enhance both economic performance and household resilience.

In conclusion, MSMEs remain central to Indonesia’s economic architecture, and women entrepreneurs constitute a dynamic force within this sector. In Bandung Wetan, their dual roles as business leaders and family anchors require sophisticated communication strategies that integrate domestic and commercial spheres. Addressing the existing research gap through an integrative approach provides a more holistic understanding of socio-economic resilience. By examining internal and external communication practices alongside digital media utilization and family social support, this study contributes to both academic scholarship and practical empowerment strategies for women-led MSMEs.

METHOD

Approaches and Types of Research

This study uses a qualitative approach with a case study method. The qualitative approach was chosen because it is able to explore in depth the experiences, communication strategies, and meanings built by women MSME actors in the context of their daily lives. Case studies are used to understand the phenomenon holistically in a real setting, with a focus on women's MSME groups in Bandung Wetan District.(Putra et al., n.d.)

Research Location

The location of the research is in Bandung Wetan District, Bandung City, West Java. This region was chosen because it has a fairly high concentration of MSMEs, especially in the culinary, fashion, and handicraft sectors. In addition, this location represents the urban, socio-economic dynamics that are thick with interactions between business actors, consumers, and local communities.

Research Informant

- 1. The informants in this study were determined by purposive sampling with the following criteria:
- 2. Women as the main actors of MSMEs.
- 3. The business has been running for at least 2 years.
- 4. Playing an active role in family decision-making.
- 5. Willing to be interviewed in depth.

Based on these criteria, five informants were obtained, all of whom were given pseudonyms to maintain identity confidentiality:

INFORMANT CODE	TYPE OF BUSINESS	LONG TERM OF EFFORT	FAMILY STATUS	DIGITAL MEDIA USED	
R1	Alya	Home (bread, pastries, boxes)	catering snacks, rice	7 years	Marry
R2	Dove	Crepes		4 years	Marry

R3	Sinta	Chips (Stone Chips)	3 years	Marry
R4	Maya	Pastel mini	6 years	Marry
R5	Nadia	Wet cake	5 years	Single mom

Data Collection Techniques

Data is collected through three main techniques: (Munir Hamid & Key Abstract Pemberdayaan Ekonomi, 2023)

1. *In-depth interview*

- It is carried out face-to-face at the business location of each informant.
- Duration 45–90 minutes per interview.
- Using semi-structured interview guidelines that cover the themes of internal family communication, communication with customers, digital media utilization, and social support.

2. **Participatory observation**

- Researchers directly observed the informant's interaction with family members, customers, and the surrounding environment.
- Field notes are used to record non-verbal behaviors and communication atmospheres.

3. **Documentation**

- Collect informant social media photos, brochures, product catalogs, and screenshots to see visual strategies and digital promotions.

Data Analysis Techniques

Data analysis was conducted using Miles and Huberman's interactive models (Fiscarini et al., 2024), which include:

1. Data reduction → selecting relevant information from interview transcripts, observation notes, and documents.
2. Data presentation → compile data into thematic matrices that include internal, external communication patterns, digital media, and social support.
3. Conclusion drawing and verification → identify the relationship between communication strategies and family socio-economic resilience, then test the consistency of findings through triangulation of sources and techniques.

Data Validation

Validation is carried out by triangulating sources (comparing data from interviews, observations, and documentation) and member checks to informants to ensure that the researcher's interpretation is in accordance with the experiences they convey. (Vera Nurfajriani et al., 2024).

RESULTS AND DISCUSSION

This study involved five female respondents who are culinary MSME actors in the Bandung Wetan area. All respondents use digital media to support their businesses. The respondent's name is disguised, while the type of business is still displayed according to the actual condition of the respondent's profile can be seen in the previous section.

1. Family Internal Communication

Respondents showed internal communication patterns that were closely related to business sustainability.

- a. R1 "Alya" routinely invites her husband and children to discuss every night regarding orders, menus, and task divisions. The eldest child helps with the creation of Instagram content, while the youngest helps with the packaging process.
- b. R2 "Dara" with her husband talked about new flavor variants and event opportunities. Finances are regulated transparently for capital and family needs.
- c. R3 "Sinta" held weekly meetings with her husband to discuss the marketing and distribution strategy of chips, with a clear division of roles between production and logistics.
- d. R4 "Maya" engages children in simple production processes such as forming mini pastel dough, while teaching the value of hard work.
- e. R5 "Nadia", as a single mom, builds open communication with children about business conditions, including when income decreases, so that children understand the family's financial situation.

2. Communication with Customers

All respondents emphasized the importance of quick response and a friendly attitude.

- a. R1 "Alya" manages the communication of boxed rice orders via WhatsApp, responding to complaints with solutions such as product replacements or discounts.
- b. R2 "Dara" relies on direct interaction at the sales booth and maintains a personal relationship with customers to create loyalty.
- c. R3 "Sinta" actively utilizes Instagram's interactive features, such as live streaming and polls, to build engagement.
- d. R4 "Maya" relies on direct communication in the market and maintains good relations with customers through WhatsApp.
- e. R5 "Nadia" prioritizes patience in the face of fussy customers, relying on WhatsApp and Instagram for orders and promotions.

3. Utilization of Digital Media

The use of digital media has proven to be one of the main supporting factors for marketing.

- a. R1 "Alya" is active on Instagram with the support of her son to create interesting visual content.
- b. R2 "Dara" uses WhatsApp for transactions and Facebook community groups for local promotions.
- c. R3 "Sinta" leverages Instagram, WhatsApp, and TikTok to expand market reach through creative video content.
- d. R4 "Maya" maximizes Facebook and WhatsApp even though it has not made optimal use of Instagram.
- e. R5 "Nadia" relies on Instagram and Facebook for promotion, as well as being active in online MSME groups as a means of learning.

4. Family Social Support

Family support is a strong emotional asset.

- a. R1 "Alya" received logistical assistance from her husband and the energy of the children.
- b. R2 "Dara" is assisted by her husband in terms of logistics and parents in promotion.
- c. R3 "Sinta" has full support from her husband for digital business development.
- d. R4 "Maya" received moral support from her husband and energy assistance from children.
- e. R5 "Nadia" is greatly helped by her mother and friends who promote her business on social media.

5. Family Socio-Economic Resilience

The culinary businesses run by the respondents contribute significantly to the economic resilience of the family.

- a. R1 "Alya" uses the profits to increase capital, household needs, and education savings.
- b. R2 "Dara" makes the crepes business an additional source of household income.
- c. R3 "Sinta" uses the profits for future savings and family planning.
- d. R4 "Maya" relies on the mini pastel business as the main source of children's living and education costs.

- e. R5 "Nadia" made the wet cake business the sole source of family income, relying on creativity and marketing strategies to survive.

DISCUSSION

The results of the study showed that the five respondents of culinary MSME actors in Bandung Wetan had similarities in building internal family communication, utilizing digital media as a marketing strategy, and relying on social support to strengthen family socio-economic resilience.

1. Family Internal Communication in Business Management

The internal family communication patterns built in the respondents tended to be participatory and cooperative. In line with the opinion of Devito (2016), effective communication in the family is characterized by openness, empathy, and emotional support.

- a. R1 "Alya", R2 "Dara", and R3 "Sinta" show the practice of scheduled family deliberation to discuss production, distribution, and division of roles.
- b. R4 "Maya" and R5 "Nadia" use daily communication to involve children in production activities, while instilling the value of hard work.

This condition indicates that the success of a business is not only determined by technical skills, but also by the quality of family communication in supporting economic activities.

2. Customer Relationships: Building Trust and Loyalty

The interaction between business actors and customers shows the application of customer relationship management principles based on interpersonal communication. According to Kotler & Keller (2018), responsive and friendly service will build trust which leads to customer loyalty.

- a. R1 "Alya" and R5 "Nadia" prioritize quick response in handling complaints, even offering compensation solutions.
- b. R3 "Sinta" and R2 "Dara" utilize two-way dialogue to explore customer preferences.

This proves that interactive and personal communication can strengthen long-term relationships with customers, which in turn improves business sustainability.

3. Utilization of Digital Media: MSME Adaptation Strategy

All respondents used digital media as a marketing tool, with different levels of intensity and platforms. This finding is in line with the findings of Priyono et al. (2020) that digitalization opens up opportunities for MSMEs to expand market reach, streamline transactions, and strengthen branding.

- a. R1 "Alya" and R3 "Sinta" make intensive use of Instagram, even involving family members in content production.
- b. R2 "Dara" and R4 "Maya" still rely on simple platforms such as WhatsApp and Facebook, showing variations in digital literacy levels.

R5 "Nadia", even though she is a single mom, actively combines Instagram, WhatsApp, and MSME groups on Facebook as a channel for business promotion and learning. The use of digital media here not only serves as a sales channel, but also as a means of building brand identity and customer community.

4. Social Support as Social Capital

Family support and the surrounding environment play a role as social capital that strengthens business resilience. Coleman (1988) states that social capital facilitates coordination and mutually beneficial cooperation.

- a. R1 "Alya" and R3 "Sinta" received technical assistance and motivation from their husbands.
- b. R4 "Maya" has the support of the children, while R5 "Nadia" relies on the help of parents and a network of friends for promotion.

This shows that social support is not only financial, but also in the form of manpower, time, and promotion assistance.

5. Family Socio-Economic Resilience

From the economic side, the respondents' culinary businesses contribute significantly to family income, in line with the findings of Rahmawati & Hadiyati (2021) that MSMEs managed by women can be a source of strengthening household economic resilience.

- a. For R1 "Alya" and R4 "Maya", business is the main source of financing for children's education.
- b. R3 "Sinta" uses it for future savings, while R5 "Nadia" relies entirely on the necessities of life as the head of a single family.

This resilience is not only formed from stable income, but also the ability to adapt strategies in the event of a decline in sales, such as conducting impromptu promotions, product innovations, or expanding distribution channels.

CONCLUSION

This study found that female culinary MSME actors in the Bandung Wetan area build family socio-economic resilience through participatory internal communication patterns, trust-based customer relationships, adaptive use of digital media, and strong social support from families and the surrounding environment. The internal family communication pattern in respondents has been proven to be able to divide roles flexibly and maintain openness in business-related decision-making. Communication with responsive and friendly customers has been proven to strengthen customer loyalty. The use of digital media, especially Instagram, WhatsApp, and Facebook, helps expand the market while building brand identity. Family social support, whether in the form of energy, time, or promotion, plays an important role as social capital in business sustainability.

In terms of socio-economic resilience, this culinary business makes a real contribution to family income, even for respondents who are the head of a single family. The ability to

adapt to challenges, such as declining sales, through product innovation and creative marketing strategies is the main factor that maintains business sustainability.

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