

THE AMPLIFICATION OF GENERATIVE ARTIFICIAL INTELLIGENCE (AI) IN CONTENT MARKETING FOR WOMEN MICRO-ENTREPRENEURS: QUALITATIVE CASE STUDY APPROACH

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Abstract:

Background: The integration of Generative Artificial Intelligence (AI) in content marketing had gained increasing attention as a key driver of digital transformation, particularly for women-led microenterprises.

Purpose: This study investigates the role of generative artificial intelligence (AI) in optimizing content marketing strategies to accelerate the digitalization of female-owned microbusinesses in Indonesia.

Design/methodology/approach: Using qualitative research methods, including in-depth interviews with 5 (five) participants women micro-entrepreneurs, the study emphasizes the depth of context. This study explores the challenges and benefits of adopting AI-driven content creation tools. The analytical method used is holistic coding.

Findings/results: The results reveal that Generative AI significantly enhances content production in terms of creativity, relevance, and efficiency, while also improving audience engagement and brand visibility. These findings confirm that in content creation, it is no longer necessary to pay third parties to create content, and women entrepreneurs can automatically generate the marketing content they need at no cost. Furthermore, this study highlights how AI acts as a powerful catalyst for social and economic empowerment by providing micro-businesses with the tools necessary to compete in the digital economy.

Conclusion: The research findings emphasize the transformative potential of AI in reshaping traditional marketing approaches, fostering greater inclusivity and growth in the entrepreneurial landscape. Although these entities have implemented generative AI technologies to augment the production of marketing materials, they are currently lack the specialized competency in prompt composition required to optimize the conversion potential of the resulting content for marketing purposes. Through its relevant institutions, the government is strategically promoting digital transformation by establishing dedicated digital and AI learning centers in some regions. According to the informants, however, these initiatives seldom reach female-owned micro-businesses in those same regions.

Originality/value: By shedding light on the specific impact of AI on women micro-entrepreneurs, this study contributes to the broader discourse on gender, entrepreneurship, and technological innovation. The implications of this research offer valuable insights for policymakers, business practitioners, and stakeholders aiming to support the digital transformation of women-led micro-enterprises.

Keywords: Generative AI, content marketing, digital skill, digital transformation, women micro-entrepreneurs

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INTRODUCTION

This study explored how Generative Artificial Intelligence could enhance content marketing strategies to facilitate the digital transformation of microenterprises owned by women. The adoption of generative AI in marketing content creation could significantly contribute to women-owned micro-businesses, especially in terms of creativity effectiveness and efficiency. The issue of the gender-based digital divide reinforced the background of this research, where the results of a study conducted by UN Women showed that the gender-based digital divide occurred globally. In this case, female business entities still faced limitations in access, representation, and participation in the digital world, including in the field of Artificial Intelligence. By 2025, it was estimated that 75% of jobs will be dominated by STEM (science, technology, engineering, and mathematics) fields. However, women accounted for only approximately 22% of the global workforce in the field of Artificial Intelligence. This study emphasized exploring the context of women as entrepreneurs on a smaller (micro) scale, who nevertheless made the largest contribution to driving market mechanisms and promoting economic growth. Compared to other studies that focused on larger entities with stable business operations, there was still very little research in this area.

Amplification of Generative AI that automatically transforms how to optimize content marketing creation by engaging customers and increasing the efficiency of a campaign (Chen et al. 2023; Dwivedi, 2024; Katragadda, 2024; Reznikov, 2024). In a broader marketing practice, Generative AI is amplified in a humanized customer relationship system by paying attention to customer expectations and strategic insights for business entity owners (Israfilzade & Sadili, 2024). The tasks related to producing content are almost all done with the help of Generative AI tools, of course, by paying attention to responsible and ethical principles (Al-Kfairy et al. 2024; Muth & Nufer, 2024).

Although the popular debate often considers that the presence of Generative AI weakens human existence in terms of creativity and the emotional aspect of creativity. One of the few studies that examined this issue explained that, Generative AI besides having great advantages in the process of personalization, content creation, engagement, and interaction with customers (Mogaji & Jain, 2024; Pan, 2024; Reinhard et al. 2024;

Schmitt, 2023), Generative AI also has limitations that are quite interesting to researchers. Such as ethical issues and legal control regulations, especially in the fields of marketing and advertising (Dimitrieska, 2024; Kumar & Suthar, 2024; Samuelson, 2023; Wach et al. 2023). However, what is challenging is that many studies suggest that the actual adoption of Generative AI significantly improves the effectiveness, efficiency and productivity in the process of personalizing marketing content and other broader marketing needs (Albu et al. 2024; Bilgram & Laarmann, 2023; Hu, 2024; Nguyet, 2024; Thomas, 2023) in industrial-scale business entities, there is very little literature that discusses how the amplification of Generative AI in marketing content is adopted by female micro business owners.

The fundamental difference between this study and previous studies lied in how female micro-entrepreneurs, as users of artificial intelligence technology, amplify the use of Generative AI to optimize marketing content. Why were female micro-entrepreneurs of interest in this research? Quantitatively, the number of women actively engaged in entrepreneurship in Indonesia, particularly those who had on boarded e-commerce, is recorded at 64% (Salyanti, 2023). However, field findings, whether during the author's community service activities or as a speaker in a training session, revealed a paradoxical pattern between the textual truths in performance reports of women-owned businesses and empirical field findings, which still showed gaps in the literature. These gaps included mindset in understanding artificial intelligence as a tool to enhance business productivity and the Generative AI skillsets possessed by female micro-entrepreneurs in optimizing their marketing activities.

In this research, we set out to explore how women micro-enterprise owners should view the ease of digital technology that Generative AI brings to their business practices. We identified opportunities that are very likely to be felt and accessed by women micro-entrepreneurs amid the increasingly dynamic development of artificial intelligence-based digital technology. Then, map the challenges and obstacles for women micro-entrepreneurs who still cannot access the Generative AI platform in their business marketing activities. We make two contributions to the literature. First, we developed a simple theoretical framework that illustrates that women micro-enterprise owners ideally want to use Generative AI tools in their marketing content creation process but allegedly have to pay to

access these tools if they want to get the features they need while not having the financial strength to do so. Second, we can ultimately compile the best practices of female micro-entrepreneurs for other female micro-entrepreneurs as an academic legacy and encourage the adoption of appropriate technology. Third, this study allows researchers to identify the opportunities, challenges, obstacles, and expectations that female micro-entrepreneurs face when accessing generative artificial intelligence technology to optimize their business's content marketing. Thus, the results of this study can provide relevant institutions and authorities with recommendations for drafting policy briefs that promote and provide access to Generative AI technology for female micro-entrepreneurs in Indonesia.

METHODS

This study used a qualitative method with a case study approach. The qualitative case study approach was carried out by the need to study a group or population and identify variables that were difficult to measure or quantify (Creswell & Creswell, 2018). In the context of this research, researchers identified specific cases, and the type of case study we use was an intrinsic case study (Yin, 2015). The researcher then collected data and explored sources of information through interviews (Creswell & Creswell, 2018). Researchers chose qualitative research methods to solve the problem because these approaches had the right instruments to achieve the research objectives. We aimed to explore and understand the meanings and insights that female micro-entrepreneurs provided regarding the phenomenon of generative artificial intelligence amplification in marketing their businesses.

Types and sources of data in the context of this research, the researcher explored through interviews with 5 (five) informants, interviews were conducted from August to October 2024. The participants were women micro-entrepreneurs from various clusters, covering the Muslim Fashion, Digital Marketing Agency, Freelance Content Creator, Expert/Professional, and Digital Content Creator clusters.

During the semi-structured interview, the researcher asked several questions regarding how they understood and used Generative AI, content marketing strategies, their views on the potential of Generative AI in creating content marketing, readiness and obstacles,

support and needs, and social and economic impacts. Best practice experienced in using digital technology in their business journeys. Researchers also conducted unstructured interviews with the intention of exploring information regarding the expectations and hopes of each informant. This was done to confirm the truth of the text that we had obtained so that it could become the truth of the context when it was modeled.

Data analysis techniques was done by holistic analysis or holistic coding (Milles et al. 2014; Yin, 2015), by using the NVIVO 14 Plus tool by paying attention to the limitations of text correctness and context correctness. The last phase was the data interpretation stage. Researchers conveyed the results of data processing accompanied by an explanation of the truth of the context in the research case study.

In our model, it was these challenges and barriers that prevent women micro-entrepreneurs from adopting Generative AI as their marketing content creation tool. Second, we interpreted the coding data from the 5 informant clusters. The truth of the context was that the government or institutions with an interest in encouraging the growth of the microenterprise trend to upgrade cannot continue to only encourage through appeals. The interpretation of the research results proved that policy makers and authorities should strive to reduce the digital literacy gap in women's business entities. Facilitated them with easy access to high technology in order to integrate aspects of creativity and aspects of economic independence. In our model, Generative AI could ultimately touch the human side of a creative human being. As can be seen in the hierarchy chart Figure 1.

The Hierarchy Chart Coding Results in Figure 1 illustrate that in this study, the automation and efficiency of Generative Artificial Intelligence in creating marketing content can reduce costs and time required, and even increase confirmed revenue sources. Additionally, Generative AI assists in building a consistent digital identity through scheduled and precisely personalized content automation. The inclusive amplification of Generative AI has been confirmed to reduce the digital divide and position technology as a collaborative partner. However, in the process of adapting generative AI, most of these women micro-entrepreneurs face challenges in amplifying and optimizing content marketing. Unlike women micro-entrepreneurs who are able to adapt generative AI technology, they feel its

significant impact, including a massive increase in the visibility of their products/services online. The most popular tools or applications used by female micro-entrepreneurs for content creation are ChatGPT.

RESULTS

Noting that several studies have shown that access to and utilization of technology, including Generative AI, can be a key enabler to effectively optimize content marketing. Technology can help increase visibility, customer engagement, and ultimately impact revenue generation, especially for women micro-enterprises, which we have confirmed to be the case in this study.

In the context of this research, it can be stated that the amplification process of Generative AI in personalizing marketing content creation by women micro-enterprises confirmed that content can be created for free. This is actually a common thing for other business entities, but for them it is something great and very helpful. The truth of this context can be seen from how informants gave their opinions on this matter.

“Yes, I have heard about Generative AI, especially for text creation, visual design, and automatic video editing. This technology allows my work to be more efficient”

“Yes, I have heard about Generative AI, especially from tools like ChatGPT, Canva, and other tools that can generate automated content. I understand this AI as a technology that helps accelerate creative work, such as text, image, or video creation.”

“I am quite familiar with Generative AI, especially in the context of content creation such as automated copywriting, visual design, or short videos. This technology is interesting because it can save time and increase productivity.”

“Generative AI can help by generating content ideas faster, automating visual creation, and analyzing content performance. That way, I can focus more on strategy rather than technical execution”

“If AI can automatically create interesting content, it would be very helpful. I could have more content in less time, for example for stories or short videos on Instagram.”

The tools or applications that are commonly used by women micro-entrepreneurs are Canva, CapCut, ChatGPT, Descript, Jasper, and MidJourney.

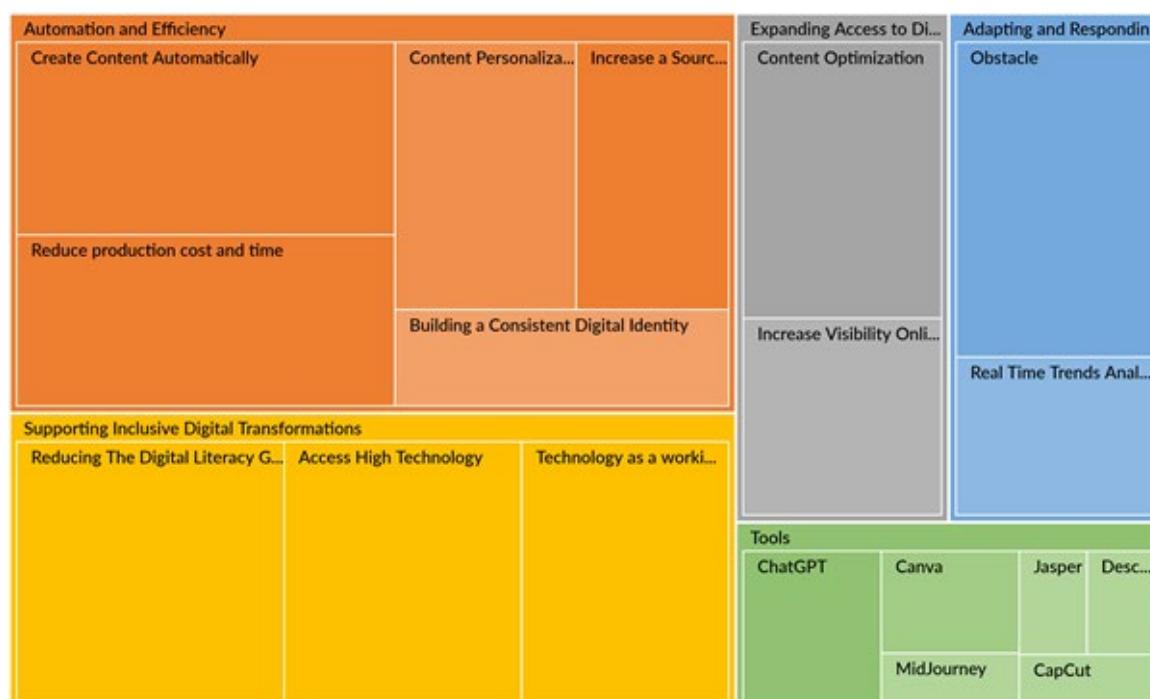


Figure 1. Hierarchy chart coding results

Based on the data in Figure 2, the use of Generative AI tools that will be used in creating marketing content is very diverse, depending on what type of content will be created. For example, if they want to create blogpost content on the Instagram feed, then they will use familiar tools or applications, namely Canva. If what they need is tools or applications for video editing to produce good videography content, then they will use the CapCut application. Even if researchers observe, almost all tools, whether web apps, desktops, or smartphones, have fully adopted Generative AI technology. You will recognize it like Gemini and Copilot which are very familiar to appear on the display of your device.

Then still referring to Figure 2, the researcher interprets that the ease of creating content will help women micro businesses build a consistent digital identity. Generative AI-based tools significantly provide convenience in creating marketing content and will also help make

it easier to personalize content (Murár & Kubovics, 2023). However, it is counterproductive to delve into the originality of the work and the emotional aspects of creativity.

The advantages of using Generative AI from the economic dimension in addition to significantly increasing the productivity of the marketing team (Szenftner et al. 2024), can also reduce marketing costs to be more efficient. The truth of this context is confirmed by the results of our interviews with informants.

“Through AI, the cost budget can be cut greatly. If previously we used a lot of human labor at a high cost, AI can replace the role of human resources at a much more efficient cost. In terms of processing time, AI does not take long.”

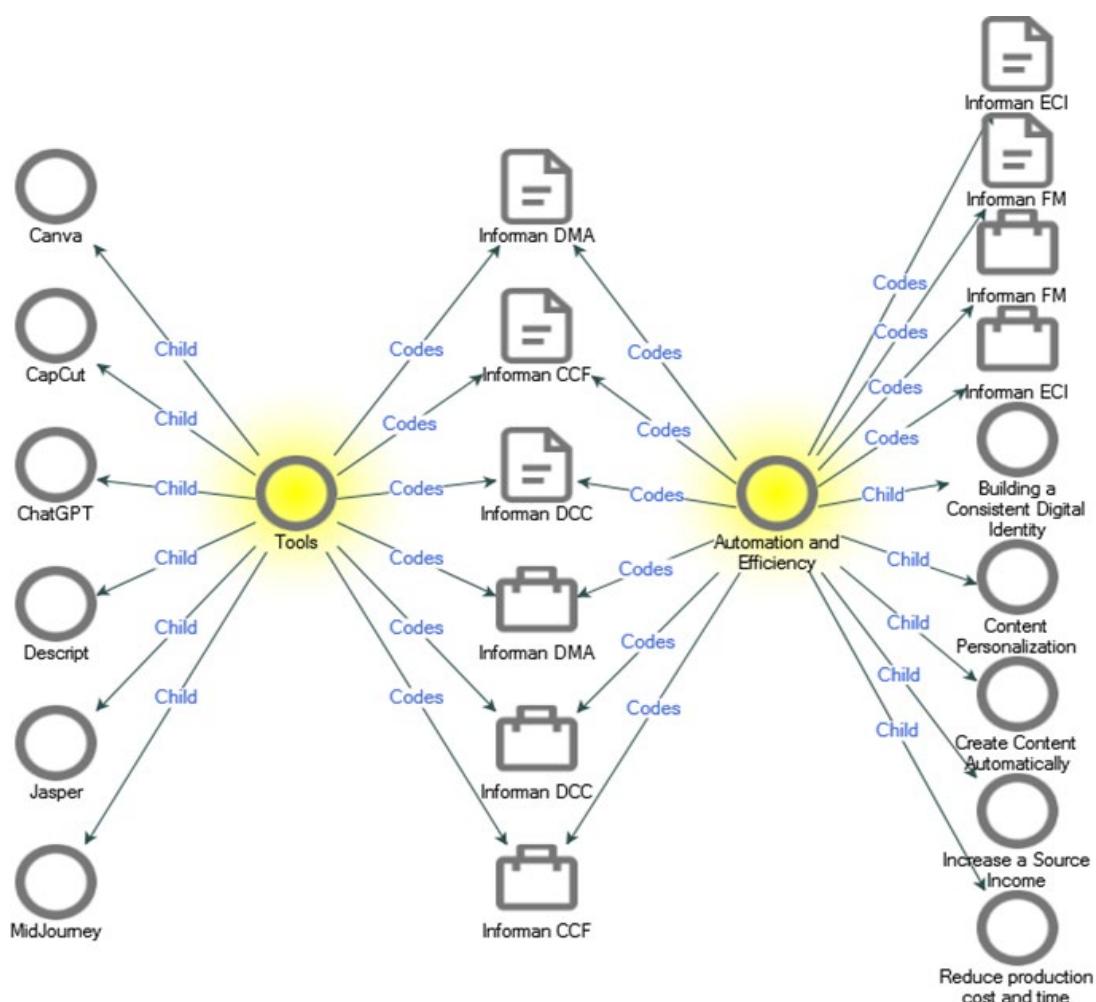


Figure 2. Comparison diagram: tools and automation and efficiency amplification generative AI in content marketing

At a certain level of proficiency, the ability to create Generative AI-based marketing content will lead to an increase in the source of income of women micro-entrepreneurs (Huang & Rust, 2020). The truth of the text is confirmed to be the truth of the context that the use of Generative AI in its marketing content creation activities can increase revenue sources.

“With AI, I can improve my work efficiency and reach more clients. This directly contributes to increased income and well-being.”

“The implementation of AI helps me reduce manual labor time, so I can take on more projects and increase revenue”

“I hope to increase revenue with more interesting and effective content, so that customers are more interested in buying. If revenue increases, of course welfare will also increase.”

Although, the third informant's opinion is in the form of hope. This typology of women micro-entrepreneurs must be given assistance so that they can feel the impact of the benefits. At least women micro-entrepreneurs feel an increase in the efficiency of their content marketing operations, building customer experience and customer loyalty through humanistic, unic content without the hassle of making it.

Looking at the data in Figure 3, there is a gap between what women micro-entrepreneurs expect from the Generative AI-based marketing content creation process. On the one hand, women micro-entrepreneurs have hopes of being able to develop into a massive digital market, but are hampered by financial capabilities. Because to be able to get the full features of using the Generative AI tools/applications, they must subscribe to a nominal amount per year which is not small. But if asked, do they need it? The answer is very much in need. There are at least two outcomes that they expect if they have the opportunity or access to the Generative AI technology. First, Content Optimization is much easier to do. Second, Increase the Online Visibility of their products.

Many of the women micro-entrepreneurs are given training and assistance on content optimization manually they avoid. Because it feels complicated,

takes a lot of time, and drains the mind because it has to be analyzed in depth. In fact, content optimization is the key to increasing the visibility of their products in the digital market. So, seeing this phenomenon, it is no longer the time for authorities who have an interest in encouraging micro businesses to upgrade through a motivational approach. As a concrete solution, we modeled the holistic analysis part of this research. Stakeholders must have shifted towards budget policies and real programs and in accordance with the needs of women micro-enterprises.

First, referring to the Comparison Diagram Figure 3, it can be interpreted that what must be done now is to reduce the digital literacy gap first. Build a mastermind whose contents are women micro business entities that already have the readiness for digital onboarding. Involve universities as the center of science and technology transfer, build partnerships so that the authorities who have policies do not work according to their tastes or egocentricity (Abdul Ghonisyah & Irawan, 2023) one of which will be the focus of this research is inequality in gaining entry to digital literacy. In this context, research on the role of university partnerships is compelling as an accelerator for inclusively advancing digital literacy for women micro-entrepreneurs in Indonesia, especially in the Tasikmalaya area. We used a qualitative approach conducting In-Depth Interviews with six informants who split up into 4 (four).

Second, while in parallel building readiness for onboarding, prepare a budget policy for financing the high-tech infrastructure needed. It could also be through the Kedaireka program, a collaboration between universities and the AI developer technology industry. Challenge them to create an AI technology model that is friendly and easily accessible to the massive number of women micro-entrepreneurs.

Third, this is a finding that we should be grateful for even though it may not necessarily apply to all individuals. Namely, there is a mindset that considers AI technology as a work partner. So that the excessive fear of losing livelihoods begins to be reduced. And this awareness needs to be amplified so that a mindset is also formed that AI is a tool, as for the sense of creative and humane emotions only we humans have. The truth of the context can be seen from the opinions of informants conveyed during interviews to researchers.

“Support in the form of access to technical training and subsidies for the use of AI tools will be very helpful.”

“I needed training on how to integrate AI into an overall marketing strategy, especially for content performance analysis.”

“I hope there will be more programs that educate micro-entrepreneurs about the importance of AI, so that everyone can benefit from it for their business development.”

“I need access to practical training and technical support to understand how AI technology works, as well as affordable financing schemes for premium AI tools”

“Training that discusses case studies of AI application in digital marketing agencies would be very helpful, especially for the context of micro businesses like mine”

“The task of those who have the authority, both from civilians and the government, is to provide intense assistance so that MSMEs do not have difficulty utilizing technology. Technically, they need to be given continuous training. Given the dynamic development of technology.”

“I hope technology like this can be introduced more to small entrepreneurs. That way, women micro businesses like ours can be competitive and more widely recognized.”

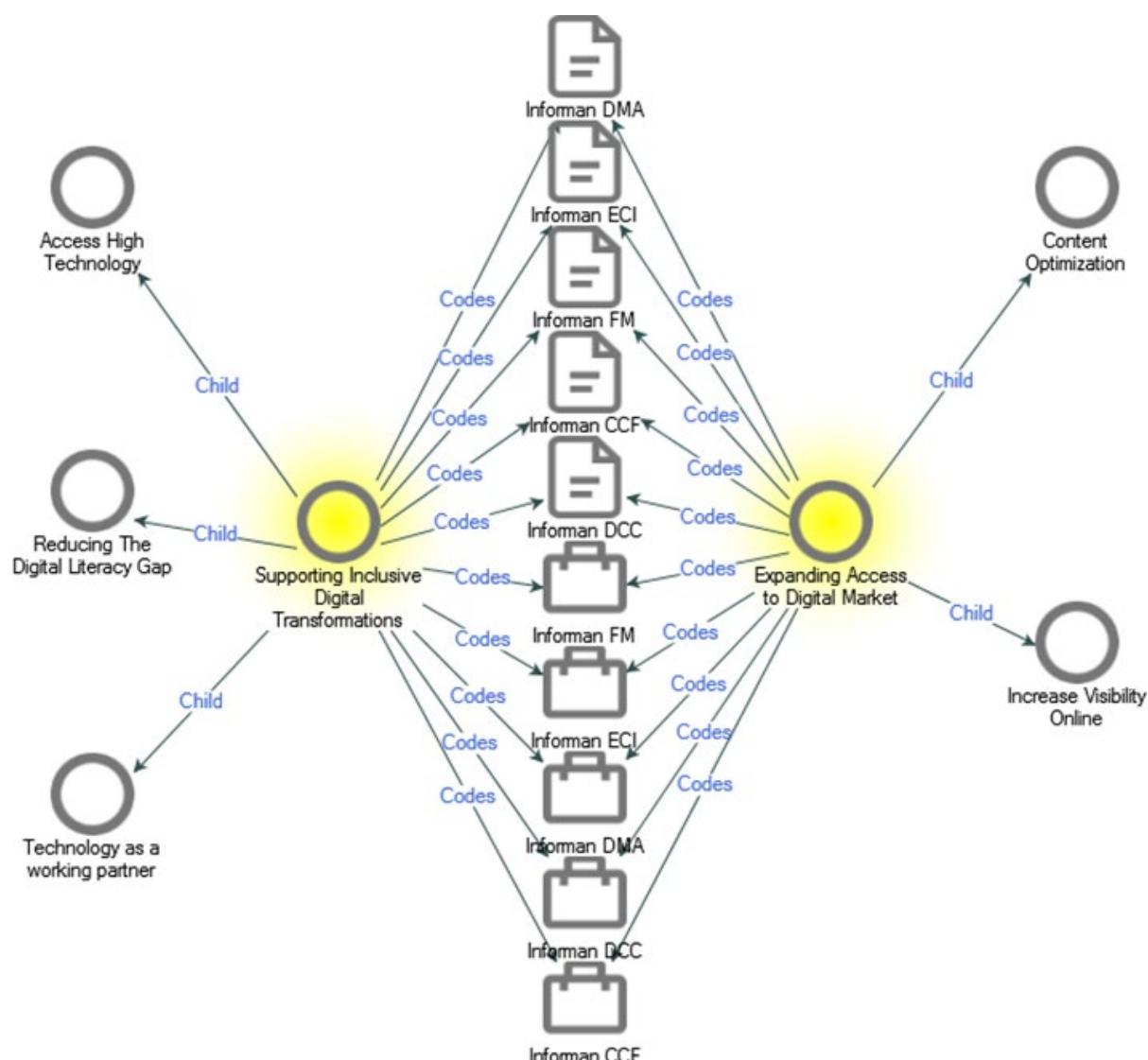


Figure 3. Comparison diagram: supporting inclusive digital transformation and expanding access to digital market

Managerial Implication

In the context of this research, the results are practically relevant to business activities, especially for female micro-business entities. First, pragmatically speaking, these entities have already amplified Generative Artificial Intelligence digital technology in the creation of marketing content for their products/services, but they have not yet mastered how to compose the right prompts to produce marketing content that can generate significant conversion value. Furthermore, the most familiar and frequently used Generative AI tool is the free version of ChatGPT, which has limitations in terms of features and the ability to generate the requested content. Therefore, it is crucial in this context that female micro-business owners be encouraged to access digital skill development programs, particularly in leveraging Generative AI through mastering the techniques of crafting prompts that have conversion power to optimize their product/service marketing content.

Secondly, in practice, optimizing marketing content that has conversion power does not necessarily rely on a single platform to generate content. Currently, platforms other than ChatGPT are emerging as Generative AI amplification tools. In other words, almost every digital platform, whether WebApp or MobileApp, that is concerned with creating digital content has adopted AI technology. This further enriches the process of amplifying Generative AI in producing marketing content that impacts conversion rates. For example, if a business owner is struggling to create a digital poster design, they can use the WebApp or MobileApp Canva. They can even create video content as well. However, practically speaking, efforts are needed to encourage and open access to inclusive learning spaces for female micro-business owners to master the skillset of Generative AI amplification.

Thirdly, that in amplifying Generative AI economically, female micro-business entities are able to streamline their business operating costs. The free services provided by Generative AI digital platforms greatly assist businesses in achieving optimum productivity and margins. If this continues, it will contribute to improving business performance and, in aggregate, will drive economic growth. Therefore, it is a strategic program for the government, through relevant institutions involved in digital transformation initiatives

for businesses, to intensify efforts to establish digital learning centers and artificial intelligence centers in specific regions. As stated by informants, female-owned micro-businesses in these regions are rarely exposed to such programs.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Opportunities for access to digital technology, especially Generative AI Technology, should be easily accessible and affordable for women micro-entrepreneurs. The impact on regional and state economic growth will be very significant if the government is more proactive in building and providing support facilities to the regions. These results are similar to those of studies stating that Generative Artificial Intelligence has transformed the economic structure by providing innovative solutions that significantly improve business operational efficiency (Reznikov 2024). The adoption of Generative Artificial Intelligence in business entities has revolutionized the way costs can be reduced to be more efficient (Chen et al. 2023). A model of how Generative AI can be easily and cheaply amplified in the creation of marketing content needed by women micro-enterprise entities should be developed. There are many human resources in Indonesia who are experts in the development of AI tools. Recently, a ranking of the Best Universities for Artificial Intelligence was released, including ITB, UI, TELKOM Univ, ITS, UGM, BINUS, UNDIP, UN Malang, UN Surabaya, and Univ Brawijaya. Gathering the strengths and resources owned, then making a joint work without any egosectoral nuances, is done for the sake of society, nation, and state.

In the context of this research, it can be stated that the amplification of Generative AI in content marketing is proven to be true in the following aspects and dimensions: Female micro-enterprise entities confirmed that they are familiar with the term and tools of Generative AI. The most perceived benefit is the ease of creating content automatically; With the utilization of Generative AI, female micro-enterprise entities confirmed that using AI tools can reduce the cost and time of content production; There is a gap between expectations for the opportunity to access high technology from Generative AI with premium services, but financial conditions prevent access to technology.

Recommendations

Referring to the results of the study, in the context of this research, we recommend constructive suggestions to policy makers as an effort to build a stable ecosystem for the sustainability of micro businesses in the digital transformation process, especially in adapting generative AI in optimizing their content marketing. The recommendations we present are as follows: Joint work is needed between the owners of authority and interests, experts and higher education institutions to create a homegrown Generative AI technology model dedicated to the massive number of female micro-entrepreneurs so that it can be quantified how much potential economic growth will be achieved by this country. The digital literacy gap can be resolved in parallel while building the technological infrastructure readiness of the nation's own Generative AI model.

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