



## BUSINESS MODALITY THERAPY IN IMPROVING MOTHER'S HEALTH DURING THE COVID-19 PANDEMIC

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### ABSTRACTS

The COVID-19 pandemic has had various impacts on the entire family. For some families, this can mean making significant changes in their daily routine due to financial difficulties. The role of a mother to be economically empowered is very much needed. In addition, women also have the potential to become entrepreneurs to meet family needs and show their existence and optimize the potential of women. This activity aims to improve women's soft skills in entrepreneurship and online business. Implementation methods are using online learning through video conferences. The results that they can understand and motivate to build their own business. This business modality therapy is well implemented and effective in increasing productivity and improving mothers' health during the covid-19 pandemic.

### ARTICLE INFO

**Article History:**

*Received 1<sup>st</sup> September 2021*

*Revised 21<sup>st</sup> September 2021*

*Accepted 20<sup>th</sup> October 2021*

*Available online 31<sup>st</sup> October 2021*

**Keyword:**

Business, Entrepreneur,  
Women

### 1. INTRODUCTION

The 2019 Coronavirus Disease (COVID-19) pandemic was caused by Severe Acute Respiratory Syndrome-related Coronavirus 2 (SARS-CoV-2) at the end of December 2019 in Wuhan, China. Until the end of February 2021, there were 111,762,965 cases reported, resulting in more than 2,479,678 deaths worldwide (WHO, 2021). The spread of Covid-19 was confirmed to be transmitted from human to human through droplet splashes, and further studies developed that Covid-19 could also be transmitted airborne through the air (Borak, 2020; WHO, 2020)

The COVID-19 pandemic has had various impacts on the entire family. During a pandemic, everyone's experience is unique, but we all face new stresses and disappointments for various reasons (Watamura & Koppels, 2020). For some families, this

can mean making significant changes in their daily routine due to financial difficulties. For other families, it can mean increased anxiety in the mother regarding the health of family members, fear in making health decisions, to tension in online school activities (Malkawi, Almhdawi, Jaber, & Alqatarneh, 2020). Changes in work, school, and life, in general, have forced mothers to bear the burden and adapt to the additional tasks and increased stress levels caused by the unexpected Covid-19 pandemic (Kalil, Mayer, & Shah, 2020).

This pandemic puts mothers in a complicated situation. Mothers act as primary caregivers for the entire family, and mothers bear the heavy burden of helping children get used to online learning while they work from home. In working mothers, this interferes with their work schedules, and mothers feel the need to work longer hours, thus putting a strain on their work-life balance (Kalil et al., 2020). Coupled with a change in income in the family due to the high number of dismissals during the covid pandemic, which will impact family finances (OECD, 2020).

The impact of Covid-19 on mothers physically, mentally, and economically requires comprehensive treatment so that the mother's quality of life remains optimal and family functions run as they should. Adaptive coping from the mother is needed to maintain family harmony (Watamura & Koppels, 2020). This maternal adaptation improvement program is a concrete step to improve the economy during the Covid-19 pandemic.

This program implements modality therapy with an economic approach. Entrepreneurship innovation training and marketplace optimization for online businesses for mothers are carried out to improve economic conditions. This comprehensive program is needed to improve financial health during the Covid-19 pandemic.

## **2. METHODS**

We provide material online via video conference in this program, focusing on entrepreneurship tips and tricks to increase mothers' financial productivity during the Covid-19 pandemic. The first meeting focused on Women and Entrepreneurs in the context of the COVID-19 pandemic, and the program continued with market optimization for mothers' businesses. The type of implementation of this community service program is a combination of community empowerment with a series of counseling activities, training, and modality therapy to improve economic health during a pandemic. The type of implementation of this community service program is a combination of community

empowerment with a series of counseling activities, training, and the application of modality therapy to improve mental, and economic health during a pandemic.

### 3. RESULTS AND DISCUSSION

This community service program was conducted on 21<sup>st</sup> August 2021 in collaboration with the Women's Organization of the Islamic Ummah (PUI). Cooperation is carried out in terms of empowering women to be able to be financially independent and also able to face the economic crisis as one of the impacts of the COVID-19 pandemic.

The activity is carried out in 2 material sessions. The first session was explained by the owner of Skincare Geulis Campenik, the West Java Regional Coordinator of the Indonesian culinary alliance, and the owner of Nadika food & fashion. She explain the material on Women and Entrepreneurs in the COVID-19 pandemic. This material states that women play an essential role in the small and medium business sector in Indonesia. The role of women as drivers of the national economy is crucial, and is no less than that of men. During this pandemic, the number of women who are entrepreneurs has increased by 3%. So this woman can be able to support the national economy with an enormous business turnover value.

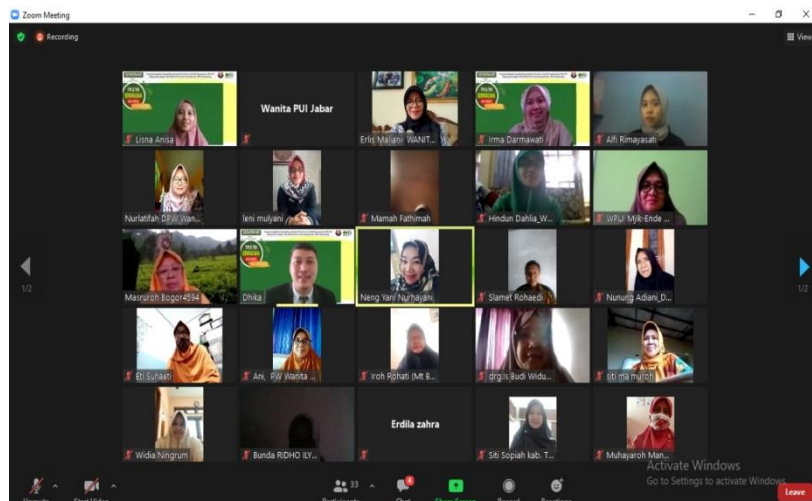


Figure 1. Video Conference on Women and Entrepreneurs during the COVID-19 Pandemic.

The ability and instinct of women to survive encourage various creativity in society and encourage women to earn income in order to be able to meet the needs of the family. Compared to men, women are used to playing multiple roles. So that this allows women not only to take care of their families but also to earn a living through entrepreneurship during the COVID-19 pandemic. Women entrepreneurs can benefit national economies by creating

jobs and stimulating economic growth. As a result, women's empowerment is an important topic to discuss, as it may serve as an effective tool for accelerating economic growth.

In this session, speaker and the audience discuss about women's empowerment. Women's empowerment can be defined as a process through which women challenge established culture and norms to improve their status within their families and society. Additionally, women's empowerment has been described as "acquiring the capacity to think and act freely, to exercise choice, and to reach their full potential." Additionally, women's empowerment is a process of defining, challenging, and overcoming barriers that women face to shape their lives and environments, ultimately enabling them to realize their full potential and power.

The second material presented in this community service is related to optimizing the marketplace for online businesses for women. Nowadays, the rise of the marketplace must be seen as an opportunity for aspiring female entrepreneurs. Outstanding capabilities and proficiencies of women entrepreneurs include an innovative and creative orientation, leadership qualities and self and social awareness, the ability to identify opportunities, the ability to take risks, and the ability to commercialize resources through the production of goods and services to meet the current market needs.



Figure 2. Video Conference on marketplace optimization for online business

This second material practices how to get rid of mental blocks in business and also time management for mothers in managing family needs and online businesses. The practice of breaking mental blocks in this business is carried out with positive sentence-affirmation techniques that encourage yourself. The belief that everyone can do business

but it requires a process and learning. Affirmation is a statement that is spoken to bring about change in a person. Affirmations can be conveyed as inspiration or reminders of what can and cannot be done. Positive affirmations can provide many health benefits, including having a better mental state, higher awareness, and a healthier physique. Without realizing it, the suggestions you continuously give to yourself will be well absorbed and become a reality.

In addition, a marketplace is also introduced as a business facility for women which is very possible to do in conjunction with other household activities for mothers at home. Some things that should be done so that the business runs and the family remains happy include: inviting couples to work together in building a business, completing basic household chores every morning, and inviting children to sell together, and packing with children. Marketplaces that can be used in Indonesia include Shopee, Tokopedia, Lazada, and Bukalapak. In this activity, step by step explanations are carried out for optimizing the Tokopedia marketplace as one of the largest marketplace platforms in Indonesia. The explanation starts from preparing to open a store on Tokopedia, displaying products, and using advertising to increase store sales.

The program's objective is to improve women's soft skills in entrepreneurship. Through this program, women who are also members of the PUI organization are encouraged to develop their business skills and contribute to the family economy. Together with their mother, they can further develop their potential, demonstrate their existence, and overcome the obstacles they face. This may increase maternal happiness. Mother's happiness is critical to creating a happy home. The level of satisfaction of a mother has a much greater impact on the happiness of the entire family than the level of satisfaction of a father.

#### **4. CONCLUSION**

This business modality therapy is well implemented and effective in increasing the productivity and improving mother's health during the covid-19 pandemic.

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