

## Empathy Marketing Strategy for Female Head of Household Entrepreneurs in Indonesia



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**ABSTRACT:** The phenomenon, which is often referred to as the feminization of poverty or poverty which increasingly has a female face, requires special efforts to handle it, resulting in a gender equality program, resulting in the establishment of the Poverty Feminization Prevention (PFK) program. Of the 602 KRTP recipients of the PFK program, there are several KRTPs who have succeeded in improving their family's economy and received awards as outstanding KRTPs. They can be said to be successful because their level of welfare has increased compared to before receiving assistance. The focus of this research is the Empathetic Marketing Strategy that has been implemented by Female Head of Household (KRTP) entrepreneurs in developing their business. This research uses a phenomenological paradigm with qualitative research methods and a phenomenological approach with a Simple Research With Triangulation Theory design (Rofiah, 2021). The research in determining the research location used a purposive area technique, using the female household head entrepreneur website in Jombang Regency, East Java with female household head entrepreneur informants. The informants determined in this research used purposive sampling followed by snowball sampling. The data collection techniques were observation, interviews and documentation. The data analysis used is the Manual Data Analysis Procedure (MDAP) by (Rofiah, 2023). The findings in this research are the Empathetic Marketing Strategy of Female Head of Household Entrepreneurs; Principle 1: People understand; Principle 2: People understand people; Principle 3: People Understand People Together. Theoretical implications: empathy represents a reconceptualization of discipline marketing, academic side: Marketers can try to collaborate with various subdomains of the marketing field and participate in various conferences.

**KEYWORDS:** Marketing, Empathy, Female heads of household, poverty, feminization

### I. INTRODUCTION

Poverty Feminization Prevention (PFK), the target is the Female Head of Household (KRTP). The problem of poverty as a whole is of concern to the Government. However, currently the focus is more on the increasing population of women living below the poverty line and the acute conditions of poverty that occur in KRTP. So we need to know that women are the biggest contributor to the poverty population in the economic aspect.

The phenomenon which is often referred to as the feminization of poverty or poverty which increasingly has a female face, requires special efforts to handle it. So this problem became the basis for the East Java Provincial Government to come up with a gender equality program, resulting in the establishment of the Poverty Feminization Prevention (PFK) program. The Jalin Matra PFK program is basically an implementation of the state's obligation to respect, protect and provide for the basic rights of the poor, especially those included in the criteria for Female Head of Household so that they can continue to survive, then gradually become empowered and finally get out of poverty. line of poverty. This program is implemented based on the basic principle of "Shaping with the heart" which prioritizes social empathy and social compassion.

The Poverty Feminization Program is designed to help female heads of households (KRTP) meet the basic needs of daily life and make KRTP more empowered so that the welfare of KRTP can be more guaranteed. The expected social impact is an increase in social rank or status, increased social welfare and increased participation in social life so that the village community's negative views about widows or KRTP can begin to be broken with the existence of the program. Of the 602 KRTP recipients of the PFK program, there are several KRTPs who have succeeded in improving their family's economy and received awards as outstanding KRTPs. It can be said that they are successful because their level of welfare has increased compared to before receiving assistance, such as the impact of income in the KRTP's daily life which is sufficient, this is all thanks to there is program assistance and business

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enthusiasm from KRTP itself to continue to develop the business it is running. The following is a table of KRTP monthly income before and after receiving assistance from the JM PFK program :

**Table 1 Monthly Income**

No	Income Before Receiving the Program(Rp)	Income After Receivingthe Program (Rp)
1	600.000	12.500.000
2	500.000	9.500.000
3	800.000	8.500.000
4	600.000	8.000.000
5	500.000	7.500.000

**Source:** PFK Business Realization & Development Monitoring Form, 2020

The success of empowering the Female Head of Household (KRTP) was successful with the community becoming aware that the Poverty Feminization Reduction (PFK) program that they received was not just a program from the East Java central government, but was also their own program, so that KRTP seriously builds their business so that it continues to grow, supported by the solidarity of the surrounding community, companions or stakeholders who continue to encourage KRTP to continue to develop and strive so thatKRTP is able to meet its basic needs and prosper.

Over the past few decades, new business practices and concepts have fundamentally reshaped the marketing discipline. According to (Fiano et al., 2022; Thoumrunroje & Racela, 2022; Muratori et al., 2021), Business philosophy has shifted from a marketing orientation to a relationship marketing orientation. Relationship marketing orientation focuses on creating and maintaining relationships between both parties, namely suppliers and consumers, through developing a desire for mutual empathy, reciprocity, and to trust and form bonds (Mubushar et al., 2021; Amoako, 2019; Raza et al., 2023).

According to research conducted by Mubushar et al., (2021), There is a positive relationship between empathy and brand image, indicating that brand equity can be gained by increasing empathy towards customers. The final dimension of relationship marketing orientation is reciprocity. It is suggested that exchange transactions influence customers' loyalty to brands and their intimacy with marketers (Niu et al., 2020). This implies a possible relationship between reciprocity and brand equity.

Empathy also influences the development of Brand Equity in banking companies, and so on, to increase empathy towards customers, bank staff must prioritize listening to their customers and also understand their needs and expectations (Raghav et al., 2021).

According to the interactionist perspective Radko et al., (2023), Entrepreneurial emotions involve four main elements: (1) the individual entrepreneur's core affective states, (2) the affective qualities of the entrepreneurial venture, (3) their interactions with core affective states evidenced in attributed affect, and (4) the emotional meta-experiences that involves awareness of the experience of feelings and emotional processes.

Empathetic Marketing Theory implies that to achieve social enterprise sustainability, it starts with finishing with oneself, the role is very dominant in carrying out empathetic marketing theory, with a position to be followed by the entire process of achieving social enterprise sustainability. Basic Structure of Empathetic Marketing Theory consisting of Behavior Change Products; Target Audience Management; Empathy Marketing is divided into 5 dimensions, namely Market Research; Social Enterprise; Empathy; Psychological Awareness; Marketing Patterns.(C. Rofiah et al, 2022)

The background of the phenomenon above has been described, so researchers can explore scientifically how the Empathetic Marketing Strategy has been implemented by Female Head of Household (KRTP) entrepreneurs in developing their business. This research seeks to provide a new idea or concept that brings benefits to Indonesian migrant workers. especially what is the solution for post-placement of Indonesian migrant workers by involving pentahelix through social enterprise. Due to the lack of references regarding handling the feminization of poverty, the problem is never ending.

## II. THEORITICAL REVIEWEMPATHETIC MARKETING

Empathetic Marketing Theory implies that to achieve social enterprise sustainability, it starts with finishing with oneself, the role is very dominant in carrying out empathetic marketing theory, with a position to be followed by the entire process of achieving social enterprise sustainability. Basic Structure of Empathetic Marketing Theory consisting of Behavior Change Products; Target Audience Management; Empathy Marketing is divided into 5 dimensions, namely Market Research; Social Enterprise; Empathy; Psychological Awareness; Marketing Patterns.(C. Rofiah et al, 2022)

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### **Socioeconomically Vulnerable Women**

According to Falcão et al., (2021) A socio-economically vulnerable woman is an adult woman aged 18-59 years who is unmarried or a widow who does not have sufficient income to meet her basic daily needs. With several criteria such as being abandoned by her husband without clarity, being the main breadwinner in the family, and earning less. In this case, an example of a Socioeconomically Vulnerable Woman is the Female Head of Household (KRTP), where this KRTP is the target of the Jalin Matra Eradication of Feminization of Poverty (PFK) program.

### **Female Head of Household**

According to Grindle et al., (2020) believes that from a sociological point of view, the family includes all parties who are blood related and can be compared to a "clan" or clan. In accordance with the definition of the head of the household, he is a person who has major responsibilities regarding both the economic and social aspects of his family. Changes in a family that start out complete and become incomplete are caused by divorce, death, a husband being chronically ill or a disabled husband, so that a mother has to carry out the role of a single parent or female head of household (KRTP) who also plays the role of father.

### **Community Empowerment of Female Heads of Households**

Community empowerment is an action to provide power or strength to the community. Internal Empowerment Process Koper, (2022) stated that empowerment is providing resources, opportunities, knowledge and skills in terms of increasing the ability of poor people to determine their own future and participate in community life. Community empowerment is a development process, where the community takes the initiative to start a process of social activities to improve their own condition.

According to Lubis et al., (2022) Empowerment is also a step or process of seeking the elements of society's existence so that they are able to increase their dignity and get out of dependency which keeps them trapped in poverty.

## **III. RESEARCH METHODS RESEARCH DESIGN**

This research uses a phenomenological paradigm with qualitative research methods and a phenomenological approach with a Simple Research With Triangulation Theory design (Rofiah, 2021). The phenomenological method in marketing strategy in the experience of selling entrepreneurs' products, especially those who are successful in business, can be very useful for other people. In this research, a phenomenological approach is used, phenomenological research explains or reveals the meaning of concepts or experiential phenomena based on awareness that occurs in several individuals. This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah, 2021).

### **Location Determination Method**

Research in determining the research location uses a purposive area technique, namely a location that is deliberately chosen from the start with considerations that are appropriate to the research to be carried out by the researcher. This research was located in Jombang Regency, East Java. The researcher's consideration in choosing Jombang Regency as the research location was because Jombang had, through selection of informants who were recipients of the PFK program, whose KRTP income level increased in terms of monthly income before receiving the program, namely IDR 500,000 - 800,000 to IDR 750,000 - 1,050,000 per month. Then KRTP was able to develop other productive businesses such as making herbal medicine, processed food, sewing skills, food vendors and so on which were managed directly by KRTP, as well as good mentoring cooperation between assistants, TP-PKK and the Village Secretariat. From the three reasons above, this was the basis for the researcher to choose the Jombang Regency location which he felt was appropriate for research on the Assistance Method for Female Heads of Households (KRTP) in Fulfilling Basic Needs. Descriptive study through the Poverty Feminization Reduction Program (PFK).

### **Research Site**

This research uses the female household head entrepreneur website in Jombang Regency, East Java with female household head entrepreneur informants. Female Head of Household Entrepreneurs referred to here are female head of household entrepreneurs who receive assistance from the government's feminization program.

### **Informant Determination Technique**

Regarding research techniques for determining informants, there are two types of informants used, namely primary informants and secondary informants. The informants determined in this study used purposive sampling followed by snowball sampling. Purposive sampling is a way of sampling data sources with certain considerations. Snowball sampling is a technique for sampling data sources, initially with a small amount, but over time it becomes large.

The main informants in this research are as follows:

1) Village assistants who are experienced in providing assistance to KRTP

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2) District facilitators, facilitators at the district level who help facilitate the implementation of mentoring at the village level.

3) Target household, Female Head of Household (KRTP).

Based on the criteria above, the main informant above can provide accurate and factual information regarding methods of assistance to female heads of households (KRTP) through the poverty feminization reduction program (PFK). In this study the researcher determined 5 main informants. The following is a description or general description of the main informants.

### Principal Informant Table

No	Name	Gender	Education	Work
1	LY	Woman	S1	District Companion
2	FR	Woman	SMK	Village Companion
3	AS	Woman	SMA	Village Companion
4	SI	Woman	SMP	KRTP
5	RH	Woman	SMP	KRTP

Source: Field data processed by researchers in 2023

### Additional Informants

The researcher identified that additional informants could be added by the researcher because it was assumed that additional informants knew everything about the phenomenon being studied even though the phenomenon being studied was not directly involved in its implementation. Meanwhile, in this study the additional informants were:

a. Head of the empowerment section of the Community and Village Empowerment service, which is included in the district secretariat who is appointed directly by the Governor of East Java.

### Additional Informant Table

No	Name	Gender	Education	Work
1	EP	Man	S1	District Secretariat

Source: Field data processed by researchers in 2023

### Data collection technique

The data collection techniques are observation, interviews and documentation. To find out more clearly about the data collection method, it will be explained as follows:

#### Observation

The results of observations made by researchers are in the form of researcher notes. Apart from notes, the data obtained is only a researcher's perspective from the results of observing phenomena in the field related to the method or process of mentoring in KRTP. Data from observations or observations can be used as a comparison in carrying out data analysis and data validity using source triangulation techniques. The results of the research data are said to be valid if the data obtained from the three data collection techniques is correct and if the results are compared, the results are the same, that is why the researcher used the data collection technique, one of which is the observation technique or making observations. Following are the observations carried out by the researcher:

### Table: Observations

No	Time	Place	Information
1	15 February 2023	DPMD Jombang Regency	arrying out research permits under the auspices of the District DPMD. Jombang
2	18 February 2023	Village Hall KRTP Location	Participate in providing assistance to KRTP
3	18 February 2023	Village Hall KRTP Location	Observing the mentoring process at KRTP
4	21 February 2023	Village Hall KRTP Location	Observing the mentoring process at KRTP
5	22 February 2023	Village Hall KRTP Location	Observing the mentoring process at KRTP
6	23 February 2023	Village Hall KRTP Location	Observing the mentoring process at KRTP
7	25 February 2023	Village Hall KRTP Location	Conduct technical guidance observations
8	05 March 2023	KRTP location	Make observations on managing the business

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9	20 March 2023	KRTP location	Make observations on managing the business
10	22 March 2023	KRTP location	Participate in monitoring and evaluation with the district secretariat and assistants

Source: field data processed by researchers in 2023

### Interview

The second data collection technique is interviews, in research whose research object is the KRTP assistance method in the PFK program. The informants or sources in this research were village assistants and district assistants. The data obtained from the interviews is data about the profile and objectives of the JM PFK program, mentoring methods and the role of mentors. All data was obtained from the interview process with a number of relevant informants and according to their respective capacities. The following is the interview schedule conducted by the researcher:

Table: Interview Schedule

No	Time	Informant	Place
1	22 February 2023	LY	Informant's house LY
2	27 February 2023	EP	Service office PMD
3	13 March 2023	AS	Informant's house AS
4	24 March 2023	SI	Informant's house SI
5	24 March 2023	RH	Informant's house RH
6	24 March 2023	FR	Informant's house FR

Source: field data processed by researchers in 2023

### Documentation

The third data collection technique in this research is documentation. Documentation techniques are carried out by researchers by searching for and collecting data in the form of notes, guidebooks, transcripts, magazines, meeting minutes, agendas, photos, etc. related to the title of this research "Methods of assisting female heads of households in meeting their needs base". By using this technique, you can obtain data that drives other data. The method used by researchers is by requesting and looking at archives, guidebooks, and KRTP assessment sheets or forms related to the research theme. Apart from asking the companion directly, the researcher also used a camera to document research objects.

### Triangulation

Source triangulation and theory triangulation are two types of triangulation used in this research. The data obtained is re-checked at different times on the same source, or can also be re-checked using multiple sources in source triangulation. First, if A is interviewed by a researcher, the data will be validated (asked again) at the same time one or two weeks later. In the second stage, data from A will be re-checked by conducting interviews with B, C, or other people.

Data Validity Testing Table: Data Validity Testing

Standard of Proof	Checking	Featured In
Test <i>Credibility</i>	√	Interview Transcript
Test <i>Transferability</i>	√	Research Findings
Test <i>Dependability</i>	√	Specific Context
Test <i>Confirmability</i>	√	Data Can Be Confirmed

Source: Processed by Researchers, 2023

### Data analysis technique

In this research, the data analysis used was the Manual Data Analysis Procedure (MDAP) by (C. Rofiah, 2023). According to Rofiah (2023) The proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process.

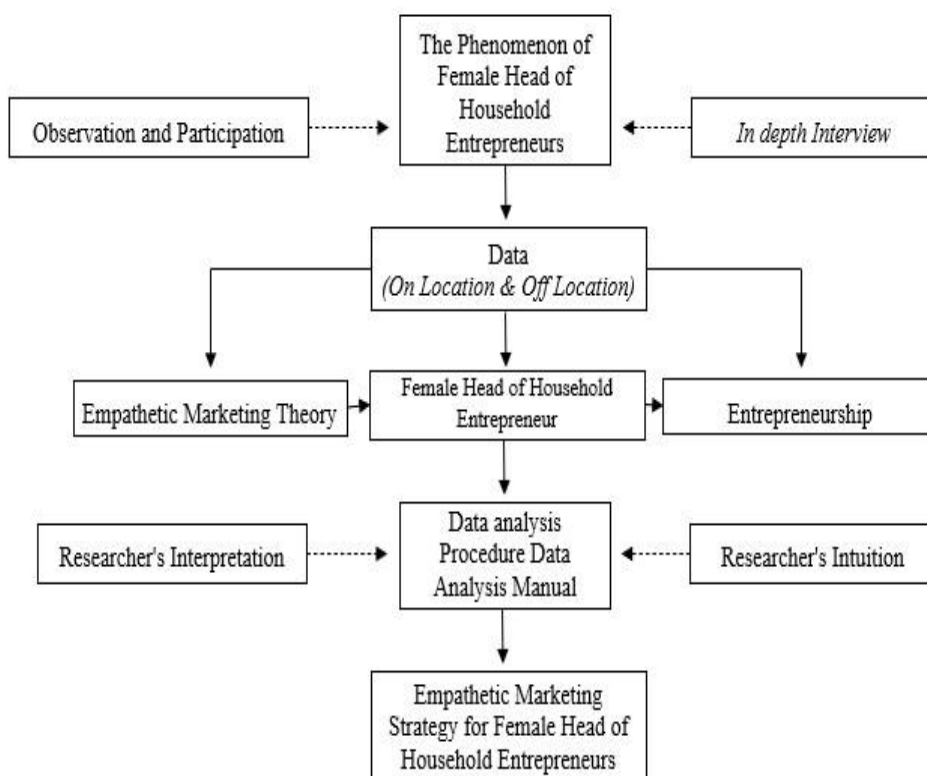


Figure: Research Framework

IV. RESULTS AND DISCUSSION Female Head of Household

Research regarding methods of assisting female heads of households (KRTP) in fulfilling basic needs through the poverty feminization reduction (PFK) program in Jombang Regency, using several stages of intervention, this is in accordance with the statement from the SQ informant who stated:

*“Mentoring uses one of the individual methods, the point is to make the mentoring process easier, for example at the stage of clarification and identification of proposed KRTP needs the companion uses the individual method, meaning the companion and the KRTP only, we come to the KRTP’s houses, usually we provide input, knowledge or descriptions directly so that the KRTP feels clear.” (SQ: 24 March 2023)*

The SQ informant is a village assistant whose statement is reinforced by the MA informant who is also a village assistant who states as follows:

*“The companion carries out individual methods which are useful for helping KRTP to adapt socially, and restore their function as social beings by talking directly to KRTP.” (MA: 24 March 2023)*

The statements from the two informants showed similarities, and were further supported by the SI informant as the target household (RTS) who stated the following:

*“We were visited by the village assistant, we were asked about the assistance that would be given, what would we ask for, if I had been selling for a long time, so I just asked for additional capital to fill the stall. But there are also other KRTPs who don’t have a business because they work in the rice fields every day. There are those who are confused about what kind of assistance they want to be given until there are those who give up and want to be given whatever they want. But as far as I know, Mrs. SQ always helps KRTP to solve problems that are still confused about what business is suitable for KRTP.” (SI: 24 March 2023)*

The statements from the two informants above show similarities and are increasingly supported by informant RH who is also a recipient of the program or KRTP who states as follows:

*“When I was registering the type of business proposal, my companion came to my house and asked me what I wanted the help to turn into, with several considerations being assisted by the companion and because I have a small yard in front of the house, I just wanted to open a food stall.”. (RH : 24 March 2023)*

The first stage is the socialization (intake) stage, this was expressed by informant LY who stated:

- 1) Intake in the socialization stage, pre-resident meeting and community meeting

There are several intervention stages in the casework method that need to be carried out in implementing the JM PFK program.



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*“There is socialization in the district first, then after that it goes to the sub-district level. If there are two villages in one sub-district, we go to the villages for socialization, informing them that if the village has received PFK assistance, it's definitely not just an application, we give information about what PFK is because sometimes it still There is no respect for getting help, sometimes the response is "what kind of help is this sis, it's so complicated" that's usually in the village, in the sub-district it's always welcome. There we explain, we socialize it and explain what the activities are like, then who will do the work in the village, we explain what the role of the village is, what is the purpose of the village head?”. (LY: 22 February 2023)*

The LY informant was the district assistant for the JM PFK program, whose statement was reinforced by the EP informant who stated:

*“One of the roles of DPMD is as a district level facilitator who is the first to provide socialization about the PFK program, the aim of the socialization is to provide the same understanding to all stakeholders implementing activities from policy making at the district level to the sub-district head to the village government, with the same theme and goal along with joint steps so that the activities run smoothly” (EP: 13 March 2023).*

The next stage is the pre-deliberation stage for residents and deliberation. Pre-community meeting is a special meeting held before the community meeting which is useful for the formation and determination of the village secretariat and village assistants. This is in accordance with the statement of the EP informant as the head of the district DPMD, as follows:

*“Pre-deliberation is carried out at the village level starting from establishing a village secretariat, then forming or appointing a PD, the facilitator is from the DPMD and the district assistant” (EP : 13 March 2023)*

This statement from the informant is supported by a statement from informant LY as the district assistant who is involved directly in mentoring the JM PFK program, as follows:

*“After the introduction, we carry out the pre-resident discussion stage. We determine who the village secretariat is and who the village assistant is and we also provide a ceiling, the number of KRTPs if it is less than twenty, the village assistant is just one, if there are more than twenty the village assistant is two. There are 22 KRTP villages so there are two village assistants. We also convey that in the village the BOP is obtained according to the guidelines as well. We also convey that the assistance we are providing is in the form of goods with a nominal value of two and a half million rupiah”. (LY: 22 February 2023)*

The next stage is the community meeting, which is a meeting forum for community representatives in order to socialize the program at the village level and introduce residents to the JM PFK program as well as verifying the data on aid recipients whether it is appropriate or not. Conveyed by an SQ informant who explained: *“The community meeting is carried out as a medium for socializing PFK at the village level, the community meeting explains to stakeholders what the PFK program is like, socializes the village secretariat and village assistants, while ensuring that special financial assistance (BKK) has been budgeted for in the Village APBDes. This community meeting is attended by elements, village secretariat, BPD, village head of KRTP location, KRTP representatives, community leaders and village assistants and can also invite RT/RW representatives from KRTP locations.” (SQ: 24 March 2023)*

The statement from informant SQ above was clarified by informant LY who stated the following:

*“District assistants and village assistants lead community discussions in carrying out verification. District assistants and village assistants also submit data by name by address for potential aid recipients. Participants are also given the opportunity to submit information regarding the eligibility status of potential program recipients (KRTP) based on the program criteria, the KRTP criteria that are eligible to be targeted, are divorced, husband has died, left by husband for a long time and does not receive physical and spiritual support or is abandoned, have a husband with a disability and/or a husband who is chronically ill so he cannot carry out productive activities and finally a single KRTP of productive age who is able to manage a business and has not received other Jalin Matra assistance, namely BRTSM and PK2”. (LY: 22 February 2023)*

Statements expressed by informant LY regarding the implementation of verification by name by address, as well as identifying the criteria for KRTPs who are eligible to receive program assistance. Apart from that, the companion in this mentoring process acts as a facilitator, as expressed by informant LY, as follows:

*“It can be said that we act as facilitators too, because we facilitate how we as district assistants help build bridges to make implementation easier in the field”. (LY : 22 February 2023)*

The statement from informant LY said that the companion has a role as a facilitator who facilitates and bridges each process of implementing the PFK program to make it easier. Apart from facilitating, the companion also provides motivation to the KRTP, as stated by informant Sq who expressed the following :

*“Apart from helping and facilitating KRTP in carrying out activities, we also provide motivation to KRTP who feel depressed or feel inferior, so we provide motivation that there are many out there whose lives are far below ours, they must often be grateful, thank God, now you can get this help. I can open a business too, thank God. So open your mind, give them positive input”. (SQ : 24 March 2023)*

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2. Assessment in clarification & identification activities of proposed needs. Informed by informant LY as district assistant who participated in the identification and verification of KRTP, as follows:

*"The village assistant with the district assistant coordinates to prepare a list of names of target KRTP candidates based on the verification results, then prepares an instrument form for clarification and identification of proposed KRTP needs, after that divides the location of the task of clarifying and identifying proposed KRTP needs. The companion went to the KRTP after discussing with the residents, then the village companion went from house to house as usual carrying two blanks, one was identification and the other was clarification of needs. We will see the extent of the need for KRTP. So clarification and identification takes quite a long time, sometimes it's not enough to come once or even twice or three times to be on target, so the village assistant not only delivers the program but also provides motivation to open one's horizons."* (LY: 22 February 2023)

The LY informant's statement explained that the village assistant and district assistant coordinated to prepare a list of names of KRTP candidates that had been verified. After that, clarify and identify each KRTP house which is divided into two blanks, namely identification and clarification of assistance. This was explained by the MA informant who explained:

*"PD prepares field observation equipment such as writing equipment, clarification instruments and identification of proposed KRTP needs in accordance with existing instrument forms. Village assistants make direct visits to target households to clarify KRTP eligibility and identify proposed KRTP needs according to the instrument form. PD is facilitated by district assistants to input data resulting from clarification and identification of proposed needs, so that later each KRTP will be asked what kind of business they will open in the future, in this data collection there is also documentation which will later be sent to the Provincial government. But usually there are RTS who are unable to open a business so the solution from the village government or PD is asked first what they can do, if the RTS usually raise chickens or goats so the aid funds are used as livestock so it really depends on the expertise that the RTS has."* (MA: 24 March 2023)

Companions also play technical roles, which means they have practical skills. The statement regarding the role of companions as technical roles by informant LY is as follows :

*"Companionship refers more to skills, the skills of how to carry out their duties in various ways and the skills that the companion has to be able to find out what the KRTP wants or is complaining about. Such as the way companions communicate with KRTP, negotiate or just consult about what problems they have and what their wishes are"* (LY : 22 March 2023)

Informant LY's statement above is almost the same as that expressed by informant SQ who stated the following :

*"Companions are required to negotiate, build relationships at KRTP because that is one of our approaches to KRTP so that we know what problems are being faced."* (SQ : 24 March 2023)

Apart from the statements from informants LY and SQ, informant MA also expressed the same statement. The statement from the MA informant further strengthens the statement from the previous informant, who revealed :

*"There are KRTPs who really have a desire to do business, we help provide consultations, like yesterday there was someone who wanted to buy a refrigerator, we asked again about whether there was enough electricity at home or not, right? This assistance is once again to make things easier, not burdensome. Then there are those who want their assistance in the form of a motorbike. We also ask and give consultations to KRTP, giving consideration if, for example, the assistance is replaced by an airbike and the rest can be used as capital for their business. How is that better because there is no need for intense maintenance costs like motorbikes, but still The decision is in the KRTP, we are just giving consideration. But thank God, because the KRTP is also good, I can be invited to discuss and consider this and that, in the end I didn't buy a motorbike because if I think about it in the future, I haven't paid the tax, petrol and maintenance, it will also be a burden"* (MA : 24 March 2023)

Based on this statement, companions are required to be more creative and skilled to be able to carry out their duties as companions. The companion is required to be good at communicating and building relationships with the RTS so that the companion can be closer to the KRTP and the RTS feels comfortable with the companion.

1) Planning is carried out at the stage of Application for Disbursement of BKK Funds and Pokmas Meeting Preparation for Realization of Aid.

After carrying out the clarification & identification phase of proposed needs, at the beginning of the village government program, the village secretariat, facilitated by the district assistant, prepares the completeness of the disbursement of special financial assistance funds (BKK) and submits documents for disbursement of village BKK funds. At the application stage, the disbursement of BKK funds is disclosed by MA informant as follows :

*"The district secretariat, together with the district assistant, verifies the completeness of the funds disbursement files and if they are declared complete and everything is correct, immediately prepare a cover letter for the application for funds disbursement to the Governor, which is signed by the head of the Regency DPMD."* (LY : 22 Februari 2023.

Informant LY's statement is supported by the statement of informant SQ as the village assistant. The SQ informant said:

*"To apply for disbursement of BKK at the village level, the village government submits a letter requesting disbursement to the*



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Governor of East Java which is known to the head of the DPMD. We prepare the budget and cost plan, activity schedule, the village head's decision regarding the village secretariat and village assistant, the village head's decision regarding receiving JM PFK assistance, a letter of absolute responsibility for the integrity of the village head and head of the secretariat with a 6000 stamp, and also prepare receipts, a photocopy of the appointment decree legalized village head, a photocopy of the appointment of the village treasurer which is also legalized, a photocopy of the KTP of the village head and treasurer, a photocopy of the village cash account at Bank Jatim and Bank Jombang and a statement letter from the village head regarding the official village cash account, the account is still active and has a stamp, continues photocopy of village government NPWP and photocopy of Village APBD. So all the village assistants are assisted by the village secretariat and district assistants, so we also go back and forth to the DPMD to take care of it all." (SQ : 24 Maret 2023)

After submitting the application for the disbursement of special financial assistance funds (BKK) from the village to the Governor of East Java, the next stage is the community group meeting stage to prepare for the realization of assistance, at this stage carrying out an in-depth review of the proposed types of RTS needs, coordinating the development of the condition of the female head of household (KRTP) and if there are changes in accordance with the provisions, as well as agreeing on further plans. Explained by the SQ informant who explained :

*"Activities in the community community meeting for the realization of aid include village assistants holding community community meetings facilitated by the village secretariat and district assistants. PD also prepares materials and equipment used to support the implementation of community group meetings such as participant attendance lists, lists of KRTP names along with details of proposed needs, places for community community meetings held in the area where KRTPs live, review forms for proposed KRTP spending needs and documentation. Here the PD also explains the purpose of holding community community meetings for KRTPs. We, village facilitators, are also assisted by district facilitators in reviewing proposed needs for KRTPs". (SQ : 24 March 2023)*

From the interview, the SQ informant explained that in the community community meeting, the village assistant (PD) prepares the necessary documents and materials that will be used in implementing the community community meeting, the PD also explains the aims and objectives of holding the community community meeting at the KRTP, and the PD is assisted by the companion district to review proposed KRTP needs, this was explained :

*"Review the details of the proposed KRTP needs including the type of volume and specifications of goods required by the KRTP, so that the assistance is appropriate to the needs and in accordance with the habits of the KRTP. The results of the review of the details of the proposed KRTP needs are also a reference for the village government to realize its material assistance. The follow-up plan is agreed upon in the community group meeting in the form of activities to support the management and preservation of program assistance, ultimately the results of the detailed review of the proposed KRTP business are submitted to the village government. to be further submitted to the activity management team (TPK) as a reference for procurement of goods". (LY : 22 February 2023)*

From the informant's statement, LY stated that at this stage, he carried out an in-depth review of the details of the proposed needs and coordinated the development of the KRTP conditions and needs if there were changes according to the provisions and agreed on further plans.

Companions also act as educators, as stated by informant LY below :

*"We play an active role in providing positive input, exchanging ideas with KRTP regarding complaints or wishes from KRTP, also providing knowledge by means of training at KRTP". (LY : 22 February 2023)*

So the companion acts as a provider of positive input or the companion can be invited to exchange ideas with the KRTP regarding the problems faced by the KRTP.

2) Intervention is carried out at the stage of handing over goods assistance to KRTP and technical guidance

The next stage is to enter the intervention stage of handing over goods aid to KRTP, that is, goods aid can be handed over to KRTP directly or can be delegated to household members as the person who will run the business. The village assistant and village secretariat are facilitated by the district assistant in preparing the aid handover file to the KRTP and double-checking the details of the items to be given to the KRTP whether they are appropriate or not. This was explained by informant LY as the district assistant, as follows :

*"The implementation of activities in handing over material aid to KRTP from the village secretariat is facilitated by the district assistant and sub-district facilitation team to prepare and submit a notification letter to the district DPMD regarding the plan or agenda for handing over KRTP aid. The village secretariat is also facilitated by district assistants to prepare documents for handing over aid goods to KRTP such as invitations to community group members, minutes of aid handover, list of names of KRTP recipients as well as details of aid goods, disbursement banners, and usual documentation". (LY : 22 February 2023)*

Informant LY's statement is clarified by the statement of informant MA as the village assistant. The MA informant said:

## Empathy Marketing Strategy for Female Head of Household Entrepreneurs in Indonesia

*"The village assistant is facilitated by the district assistant to double check the suitability of the goods. The delivery of goods for KRTP by the village government is assisted by the village secretariat, village assistant and district assistant. The handover of goods aid is also attended by the KRTP itself directly or if they are unable to do so due to other factors and this is not possible, they can be represented by the household member who will run the business later, and the handover of aid to the KRTP is submitted within a period of no later than two months from the time the funds enter the cash account. villages, the delivery of goods aid to KRTP is also documented one by one accompanied by proof of receipt". (MA: 24 March 2023).* After handing over the business assistance to KRTP has been distributed by the village government, village secretariat and village assistants, facilitated by the district assistants,

The next stage is to provide technical guidance or technical guidance. Bimtek is carried out by stakeholders or PKK who work together with village assistants to provide skills education or improve human resources. Informant LY explained :

*"Yesterday's Bimtek trained in the management of processed food made from fish in collaboration with PD and PKK, the processed ingredients were made from catfish because there are lots of catfish farmed here, it's easy to find too, so the catfish was processed into nuggets, shredded catfish, catfish meatballs and crackers too.". (SQ : 24 March 2023)*

Technical guidance was also expressed by SI informants as target households who also took part in skills training, who said :

*"Yesterday when the technical guidance officer made food preparations from catfish as the basic ingredient, it was processed into nuggets, some were made into catfish crackers too, it's quite good for filling stalls apart from being used as a side dish for fried catfish, it can also be used as a snack, usually I also pack catfish nuggets in plastic mica so it's quite profitable.". (SP : 24 March 2023)*

The mentor plays an active role in providing good input based on the mentor's direct knowledge and experience, the statement below was expressed by the MA informant who said :

*"We play an active role in providing positive input, exchanging ideas with KRTP regarding complaints or wishes from KRTP, also providing knowledge by means of training at KRTP". (LY : 22 February 2023)*

So the companion has an active role in providing positive input to the KRTP and the companion can also be invited to exchange ideas.

2) Evaluation and Termination are carried out at the Business Management, Monitoring & Evaluation, Program Preservation & Sustainability stages

After technical guidance has been implemented and the program is running, the next step is the business management stage. Own business management is a productive business that is managed well and directly by KRTP in order to improve the welfare of KRTP. Explained by informant LY who stated :

*"In principle, the assistance received is for KRTP with household members or household children, so that KRTP can be managed within one family. However, based on certain considerations, KRTP business can be carried out in groups or in the form of joint business groups. The task of the village secretariat and village assistants is to monitor the development of KRTP productive businesses or group businesses with KRTP. For businesses that are already developing, it can be facilitated to obtain financing or capital through microfinance institutions at the village level". (LY : 22 February 2023)*

Informant LY's statement stated that regarding the business management stage carried out by KRTP where the assistant and village secretariat continued to monitor the development of the KRTP business, this was supported by informant MA who stated, as follows :

*"The PD and village secretariat continue to monitor the development of productive businesses from this KRTP, there are also those who receive capital facilitation from village banks so it's quite possible to increase their KRTP capital.". (MA : 24 March 2023)*

Apart from the statements from the two informants, informant SI also expressed the same statement. The SI informant's statement further strengthens the previous informant's statement. The SI informant revealed :

*"For business managers, thank God, I run this business myself, sometimes with the help of my children when it's busy. And after the PFK program was completed, I also received capital loan assistance, so I could further develop my business". (SI : 24 March 2023)*

Added by informant RH which can also strengthen informant SI who stated :

*"I run this business myself, I manage it myself every day, because the children are at school, but when I'm at home and I'm cooking or taking care of others, my children serve.". (RH : 24 March 2023)*

The next stage is monitoring and evaluation (monev), every program, especially the assistance program, at the end of the program there is a monitoring and evaluation stage which is useful for monitoring the progress of the JM PFK program from house to house to be able to find out directly whether the assistance is appropriate, whether the assistance is useful. or whether the assistance provided is growing or stagnating. The MA informant as the district assistant gave a revealing statement :

*"The companion came to the KRTP's house asking whether the mother was satisfied with her request or not, there was progress*

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or not, from initially just being a farm laborer, now there is income from the Jalin Matra business "thank God, now it has developed, now I work in the rice fields for me to eat and earn income I set aside this business so I can develop it and make savings, ma'am, so thank God, during the monitoring and evaluation process, everyone said that this assistance was very helpful.". (MA : 24 March 2023). Monitoring and evaluation were carried out by district assistants from the beginning of the program implementation, as stated

by the SQ informant :

*"We monitor the development of the KRTP business, whether it is successful or not, or perhaps stagnant, so that the business does not decline nor does it increase or develop. In essence, we are monitoring all developments from the KRTP". (SQ: 24 March 2023)*

This was added by the SI informant as RTS who conveyed a similar statement, among others :

*"Often when companions come here, just to eat while asking whether the business is running smoothly or whether there are problems or not. Also, during the last monitoring and evaluation, the assistant from the district also came to survey them, he said, whether the assistance was appropriate, useful or not, whether the business was growing or stagnating. Alhamdulillah, the assistance provided is in accordance with what I want and what I need and of course this assistance is very useful and very helpful, sis. Thank God, I received another capital loan with low interest.". (SI : 24 March 2023)*

So, in the final stages of the JM PFK program, district assistants carry out monitoring and evaluation (monev) in stages, to find out the development of the KRTP business and evaluate what really needs to be evaluated. After the program is completed, there is another stage, namely the program preservation and sustainability stage.

The preservation and sustainability of the program is coordinated by the village secretariat, which can be in the form of training or mentoring to KRTP or community groups on an ongoing basis even after the program has been completed. The statement regarding the preservation and sustainability of the program was explained by informant LY as follows :

*"For conservation, we strengthen capital, so we help them channel the capital withdrawals, there are also those who partner, so KRTP partners with PD. KRTP wants a tool to increase their income. Yesterday, conservation was training on making instant herbal medicine, KRTP is very interested, so the PD also wants to partner with KRTP. and until now it is running and successful. Then we have conveyed the capital, namely from the East Java UMKM bank and BNI46, only this year 2023 the capital will start.". (LY: 22 February 2023)*

Informant LY's statement above is supported by informant SI as the target household (RTS) who said :

*"After this program was completed, thank God, I received capital loan assistance with fairly low interest, enough for me to add more, sis, and I was able to set aside a little money, rather than nothing at all.". (SI : 24 March 2023)*

In this stage the companion also acts as an educator or teacher, whose statement is conveyed by the SQ informant:

*"Accompanying during training, training from the district regarding management or from the PKK, we provide such an understanding regarding management and provide direction during training from the PKK. We also continue to help in the process". (SQ : 24 March 2023)*

The next role of the companion is as a Broker, becoming a liaison between KRTP or KRTP between institutions as required. The companion must have many sources or relationships to be able to help bridge things. This statement is in accordance with the statement of the MA informant who stated :

*"The companion continues to try and try to connect the KRTP to the sources that the KRTP really needs". (MA : 24 March 2023)*

The MA informant's statement above was further strengthened by the SQ informant who stated :

*"Helping access to basic services such as health and education. It also provides access to food processing training conducted by the PKK or district, which can later help to fulfill the basic needs of KRTP". (SQ: 24 March 2023)*

The conclusion is that by including empathy, the companion plays a role in being able to connect the KRTP with an institution or something that the KRTP really needs, the companion also helps to access food processing training conducted by the village or district PKK.

### Marketing of Female Head of Household

Marketing entails many different domains, and at the broadest level of abstraction, we can distinguish between the academic fields of marketing and the practice of marketing. While these subdomains influence each other, their nature is also different, as they have different goals and interests. However, they share the following similarities: (i) both marketing subdomains consider that customer insight is critical to company performance, and (ii) both marketing subdomains have used technology and rationalistic methods to abstract away from subjectivity in marketing activities. Therefore, both marketing subdomains (i) are based on the pillar of customer-oriented empathy, and (ii) have experienced moving towards objectivism at the expense of subjectivism, and therefore, are at risk of losing empathy. Consequently, empathy-based marketing could be a relevant option for

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both subdomains moving forward.

Addressing the gaps described above is important, as (i) the field is currently at risk of losing empathy and therefore missing out, (ii) an empathetic mindset can help cross-fertilize and translate insights from diverse subdomains of the increasingly fragmented marketing field, and (iii) an empathetic approach implies compassion and interest in the general well-being of customers and the marketing field.

The logic and arguments of this research draw on the objectivity-subjectivity division (Gunbayi, 2020). Here, the marketing discipline initially evolved from quadrants 1 to 2 by considering the customer's point of view in contrast to haphazard pragmatism with random decisions and subsequent observations of what worked. As empathy as a remedy for distance caused by a dominant objectivity-focus centered on scientific and technological specialization.

Marketing has implicitly been customer-directed empathy since the discipline's inception, and that making this commonality explicit should not only strengthen disciplinary alignment, it should also limit the risk of intradisciplinarity and company-customer distancing resulting from objectification. While it is beyond the scope of this paper to provide an extensive review here, three main streams of literature are useful.

First, there is an extensive body of research on customer insight and consumer psychology, which has become increasingly systematic over the years (Pedersen, 2021; Chomba & Nyang'au, 2019; Sheth, 2020; Bright et al., 2022; Rauschendorfer et al., 2022).

Second, the work not only builds on but also sharpens contributions to empathy among marketing-related personnel (Pasricha et al., 2023; Jung & Im, 2021; Kakeesh et al., 2021; Treen & Yu, 2022; Zunac et al., 2021). The third thing worth highlighting is that of intradisciplinary differences in marketing (Golden et al., 2020; Lasagabaster & Doiz, 2023; Adams & Kerr, 2022)

While each school makes relevant contributions, they have generally failed to synthesize them into a unifying perspective. It is said that empathy-based marketing can advance efforts to achieve this goal.

Therefore, the contribution of this research is twofold: First, it introduces empathy as a central principle of the marketing discipline, by making it an explicit frame within which one can view the field. Second, it seeks to synthesize and reorient existing literature toward an empathy-based approach to marketing in an effort to bridge a fragmented field.

The following research, will introduce, support, discuss, and propose future research in the empathy-based marketing agenda, by explaining the what, why, and how of the approach. First, I explain and define what empathy-based marketing is. Then, argue why we need this perspective in the marketing discipline. This first section consists of the context necessary to form a comprehensive point of departure for the argument. Following this, four core axioms and key principles related to empathy-based marketing are discussed. This section consists of the foundational premises of empathy-based marketing, and is necessary to (i) provide the conceptual building blocks in the empathy-based marketing argument, and (ii) to explain the presuppositions and mechanisms at work in perspective. Finally, I outline a research agenda for how empathy-based marketing should be studied, and derive theoretical contributions and implications.

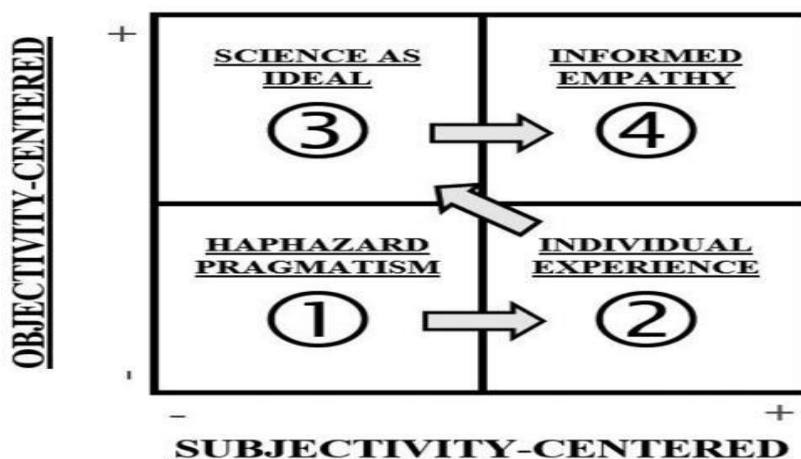


Figure: Transition of the marketing discipline

### Empathy And Empathy Based Marketing (Rofiah & Pribadiyono, 2023)

Humans are a social species, and as such, empathy is arguably the foundation of much human activity, survival, and evolution (Richerson et al., 2021; McDonald et al., 2020). The etymological origins of empathy come from the Greek word *empathia* (passion, emotional state) then translated into the German word *einfühlung* (in feeling). While the concept of empathy has long been of interest to a wide range of disciplines, there is currently a lack of consensus regarding its definition, dimensions, and

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encompassing mechanisms (Yalçın & DiPaola, 2020). Choe et al., (2020) reviewed the psychology literature to find discrete definitions of empathy and argued that while definitions of diversity should not be discouraged, there is a need to synthesize information minimizing conceptual confusion.

According to Abramson et al., (2020), The confusion in the literature can be simplified by distinguishing between cognitive empathy (taking another person's perspective) and affective empathy (understanding, and potentially feeling, the same emotions as another person). According to Porter et al., (2020), research on personality disorders conveys important differences in this dichotomy, where people on the autistic spectrum appear to have cognitive empathy deficits and average levels of affective empathy (Sulistiani et al., 2021), while the opposite pattern is seen in psychopathic individuals (Lasko & Chester, 2021).

Where cognitive empathy is related to theory of mind, affective empathy is related to the experience of emotions, elicited by emotional stimuli (Cuff, B. M., Brown, S. J., Taylor, L., & Howat, 2016). This categorization is also reflected in previous studies in marketing that deal with empathy, such as "an intellectual or imaginative understanding of another person's condition or state of mind without actually experiencing that person's feelings" or "the ability to feel as another person does" (Little, et al., 2023).

While this distinction can be useful in clarifying different traditions in empathy research, it is important to note that much work has emphasized that the two elements are inseparable and may in fact influence each other (Blystad, M. H., & Hansen, 2022). However, their similarities may, in layman's terms, exist to put oneself in the other person's shoes. Here, it is important to conceptualize empathy as the human ability or capacity to understand what another person is experiencing within their personal frame of reference, which represents a basic social skill. (Hutchings, 2019).

As stated by Endacott, (2019), empathy is a "commonly used, but poorly understood concept, empathy can be illustrated "when the process of "crossing over" occurs, a person finds himself or herself very closely connected or attuned to another person in that moment of shared meaning. In other words, in this context empathy is cognitive process of perspective taking. Empathy-based marketing is therefore defined as a marketing approach that emphasizes the ability to understand the perspectives and feelings of others. As it is related to constructs such as strategic intelligence (Liem, J., Perin, C., & Wood, 2020), social cognition, theory of mind, mentalizing, and mind reading (Dunn, 2023). Empathy, however, is not solely an individual trait but also a social process between (at least) two individuals.

Therefore, the social dimension of empathy is key to understanding the widespread presence of empathy in marketing contexts: empathy has been found to play an important role in customer interactions with business owners and how sales are implemented. (Gilboa, S., Seger-Guttman, T., & Mimran, 2019). Simply put, empathy is omnipresent in marketing practice, once one realizes it.

Having defined empathy-based marketing, it is also relevant to position it regarding perspectives in marketing. Following one can observe a marketing approach that appears very different at the start. One can think of marketing as a philosophy, a craft science, and an art (Endacott, 2019).

While each adds a piece to the marketing field, and therefore complements each other, they also simultaneously compete with each other for dominance in the field. As is evident in this eclectic approach, marketing is a fragmented field that is prone to borrowing theories from other disciplines. (Borman, D. L., & Haras, 2019).

As a result, members of different communities can have difficulty understanding each other, which consists of threats to field cohesion, but opportunities for translational intra-marketing and cross-fertilization. I therefore conceptualize empathy-based marketing as a fifth perspective, where empathy directed toward customers should be the primary commonality that binds the field together, and empathy directed at different approaches fosters secure alignment within the field. Marketing: From empathy-centric to empathy-deprived

Customer perception in marketing can be classified according to three historical waves, where marketing initially connected with customers to gain information, marketing then moved itself away from customers in pursuit of knowledge-based objectivity and in the final wave, marketing was able to reinvent customers through an empathy-based approach. Empathy has been at the center of marketing from its modern beginnings (Perrotta, K., & Bohan, 2020).

From its humble beginnings, marketing is a practical discipline taking the customer as the point of departure (Perrotta, K., & Bohan, 2020). In contrast to Tayloristic systems of internal optimization, marketing attempts to classify customers into meaningful segments applicable to promotional initiatives. However, marketing soon became preoccupied with acquiring more formalistic and scientific procedures in theory-building and empirical testing, which brought rigor to the discipline but also created an objectivistic distance to customers:

Where they were once considered subjects, they are increasingly seen as objects for empirical testing of scientific hypotheses. More recently, we have seen such objectification occur with the increasing prominence of "data", algorithms and marketing automation (Mero, J., Tarkiainen, A., & Tobon, 2020).

The abstraction brought about by objectification fueled by technologies such as AI can result in a cold and impersonal approach to market relationships. Modern "data" analysis in marketing tends to focus on behavior rather than providing answers to the



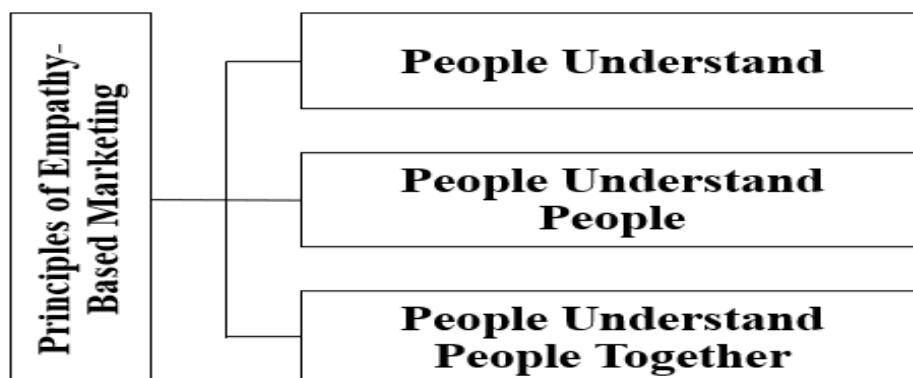
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reasons for that behavior (Heinzelbecker, 2023).

In other words, algorithms can describe and exploit what a consumer's behavior is but don't quite answer the why behind that behavior.

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Empathy-based marketing requires subjective engagement with the core idea. To study empathy-based marketing as an art, the qualitative study of empathy-based marketing expressive artifacts (such as specific ads, touch points, and other value demonstration channels that illustrate the creative use of empathy) requires its own logical perspective and therefore adds a valuable piece to the puzzle marketing. However, it requires an empathetic mindset to be able to fully utilize and synthesize this agenda to make it happen. In combination, a broader understanding will be achieved. The following are the principles of empathetic marketing discovered in this research :



#### Image of Empathy-Based Marketing Principles Principle 1: People understand

Despite technological advances, the unique characteristics of humans require our ability to understand and currently, these unique abilities cannot be meaningfully outsourced to machines or software. Whereas Webster, et al (2021) argue that today's computers do not even come close to having the same level of general intelligence as any normal 5 year old human, it must also be acknowledged that extensive work is being done to advance this domain in the next 10–20 years, with important advances being made in robotics social. As stated by Kaplan, & Zhang, (2019), AI systems can be classified into three groups (analytic AI, human AI, inspired AI, and humanized AI): Where human-inspired AI has some emotional intelligence in detecting human emotions, humanized AI systems are the only ones capable of conveying empathy. While progress has been made, getting AI humanized is still a project for the distant future ( Kaplan, & Zhang, 2019).

However, even if substantial advances occur in general in computer intelligence, it is unlikely that they will acquire emotional intelligence at the level often required to fully understand human behavior ( Zhao, & Golshani, 2019). It must be acknowledged however that AI will most likely catch up eventually (although this may take decades), but social intelligence is still the most difficult skill for AI and human copies to develop.

Here humans are important to gain customer understanding. Data and analysis are great tools for gathering and obtaining initial information, but truly understanding these data and analytical findings requires them to be put in context. Despite constant technological progress, this remains an ability currently monopolized by humans. Consequently, the recent proposition that marketing should be increasingly automated seems futile, as it will not only outsource fundamental human capacities, but will also increase companies' competitiveness if they choose to do so.

#### Principle 2: People understand people

Despite advances in scientific instruments and analysis, the act of truly understanding another human at a subjective level (an individual's thoughts, feelings, and context) currently remains uniquely human characteristics, not directly available to exploit in machine learning, psychometrics. or big data. Thus, people will become mediators between this technology and humans and their attention will be directed towards other people. That is, if people understand and utilize their unique capacity for empathy, they can work together with the objectivity offered by analytical tools and technology to gain an expanded form of intelligence. (Ahmed, et all, 2021).

In this way, humans will become mediators who understand and apply objectivity-centered technological outputs and tools by leveraging their empathy to place them in a human-centered context. Therefore, marketers can use their empathy to place data in a specific human context by deducing key motivations behind behavior as well as tying narratives (Kuttner, et all, 2021).

It follows from Principle 1 that people's understanding must be directed at something. In the context of this paper, that thing

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is a person. The concept of intersubjectivity has long been prevalent in marketing, evident in phenomena such as value creation (Tregua, et al 2021). Indeed, people-centric understanding, from both producers and consumers, is necessary to fully achieve success with shared value creation. Simply put, actor empathy is a necessary, but often overlooked, prerequisite for co-creation and value appropriation.

### Principle 3: People Understand People Together

The key to human understanding lies in developing and bridging different perspectives in understanding customers and subfields in marketing through collaborative learning. It follows from Principle 2 that shared understanding is, indeed, a collaborative group effort. Because no individual has complete information on a consumer (regardless of how high their empathy score is), it will be necessary to collaborate with partners to gain multiple perspectives that can be triangulated into a more complete picture of customer understanding.

That is, each member in the group will have a piece of the consumer understanding puzzle, but it is only when they can collaborate to synthesize these insights that a complete picture is obtained. These principles together combine to create a common patchwork for the marketing field to work together around the core belief that marketing is, and should be, based on empathy.

The field is currently at a crossroads where consolidation is necessary to maintain disciplinary cohesiveness among the many developments in innovative new technologies as well as a trend toward specialization and scientific ideals in the field. It follows from the above that empathy has always been a part of marketing, but that objectification risks diminishing a key tenet of this field. Three core principles can help steer the field toward an empathy-based center.

## IV. IMPLICATIONS

There are two important theoretical implications: On the one hand, empathy represents a reconceptualization of the marketing discipline, as it frames marketing as a cognitive and affective individual-level ability to put oneself in the customer's shoes and, through backward induction, develop appropriate offerings to meet that customer's needs. By emphasizing cognitive traits and empathy-based marketing skills, new theoretical questions surrounding the natural nurture debate emerge, such as, Do some individuals have traits that enable them to be better empathetic marketers? Or (How) empathy can be trained among marketers? Although natural preconditions may provide limits to cultivating empathy, it is also true that humans are a fundamentally social species and that marketing already has a rich tradition and methodological repository for understanding customers. (Pedersen, 2021b). Therefore, it can be said that marketers have a good starting point to become more empathetic. However, additional training may be useful. Specifically, becoming a better empathizer may be a function of (i) focusing on and recognizing the importance of empathy, and (ii) opening oneself to diverse input. Simply put, empathy can be cultivated with a combination of concentration and curiosity (Pedersen, 2021b). This means marketers should make empathy an expressed priority and seek input from outside one's general frame of reference, such as talking to different experts about specific customer behavior and perhaps "trying out the customer's life" for a day, engaging in shadowing, or mystery shopping. The same goes for the academic side: Marketers can try to collaborate with various subdomains of the marketing field and participate in various conferences. Doing so provides new perspectives and collaboration, which, when combined, can provide a deeper empathetic understanding of customers. It follows, that the main implication of empathy-based marketing is to prioritize and become more adept at training academics, students, and practitioners for empathy in the marketing domain.

## V. SUGGESTION

Marketing often experiences an identity crisis constantly discussing what it is and how it should be done. Rather than getting stuck in perpetual crisis mode the field should focus on the "core self" as consisting of empathy for customers which will result in a rediscovery of subjectivism in a field recently preoccupied with objectivism. Moreover, a similar empathy-based approach would reconcile the many perspectives that comprise the field, by enacting empathy towards many subfields of the discipline. Although doing so will be a long journey but researchers suggest that empathy using diversity continues the progress of scientific disciplines.

## V. CONCLUSION

Empathy-based marketing has received little explicit theoretical attention, which is problematic, as the field is arguably increasingly losing empathy, and empathy is the original pillar on which the field rests. This research has attempted to answer how empathetic marketing strategies are used by female heads of households that to explain it is necessary (i) empathetic customers can become increasingly fragmented and empathy deprived due to the tendency to favor objectivity and thoroughness, (ii) an empathetic mindset can help cross-fertilize and translating insights from diverse subdomains of the marketing field, and (iii)

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an empathetic approach implies compassion and interest in the general welfare of the marketing field.

On the other hand, empathy also assumes that marketers will be better able, and more willing, to understand and bridge cross-disciplinary differences. Therefore, empathy-based marketing opens up to closer collaboration between various activities in the field by exploiting differences in scientific disciplines. What's more, empathy-centered marketing equally requires marketers to go beyond their purview to understand and manage empathy. And empathy can further fuel the cross-pollination between psychology and marketing and emphasize the micro-foundations of marketing. And humans have a unique advantage in our perspective-taking capacity and that this skill for empathy can provide subjective, but valid, answers to why. Not only can this empathetic approach be useful for marketing practice, it also highlights how technology (doing logical thinking) and humans (doing empathetic thinking and feeling) can form a symbiotic working relationship (Bonab, 2022)

In other words, technology and humans can leverage their comparative strengths to work together to gain expanded intelligence, where "high tech" meets "high touch" to adapt to the new era of work (Golshani, 2019) and actively leverage human empathy alongside technology to connect customers. Lee, (2019) argue that combining data and empathy, what they call "information empathy," might allow companies to be left-brained and right-brained simultaneously.

However, human distance does not only appear in terms of customer empathy deviations also appear among marketing scholars. As marketing grew as a discipline, it naturally evolved into distinct literature streams of advanced specialization. In doing so, the field has arguably become more fragmented, as different groups pursue different questions, theories, different methodologies and essentially different languages. While one school emphasized the philosophical puzzles of marketing, others wanted to make the field more scientific in nature and still others highlighted marketing as a practical skill or creative art.

While specialization is important and necessary to move the field forward, it can also result in disciplinary silos or balkanization with little interaction between various groups. Therefore, empathy-based marketing is needed to address the increasing subdivision of the marketing field in three important ways.

First, it may reiterate what the field actually has in common, namely, the general and empathetic goal of understanding customers. Recognizing that what these approaches have in common is that empathy, in the form of understanding the customer's needs, desires and situation, will be the anchor on which the field can reach mutual agreement.

Second, it may posit that the true goal of the field is to further combine the rich diversity of the field, with an understanding of different marketing approaches. Emphasizing empathy for other approaches to marketing research and practice can assist in crossing disciplinary barriers. Consequently, empathy-based logic can consist of a series of processes that draw value to the field. Third, an empathetic approach implies compassion and an interest in the general welfare of the marketing field. It is that members of the discipline will have a stake in contributing to, and experiencing, the evolving marketing discipline. Here, the perspective must be juxtaposed with egocentric thinking, where members think mostly about personal careers, or suboptimal interests focusing only on a limited subdomain of the field. After outlining the literature background of the empathy-centered approach, the following will explain the basic premises of the perspective.

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