



Representation of Minangkabau Women in the Formation of Digital Culture (A Critical Ethnographic Study of the Entrepreneurship Sector)

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Title: Representation of Minangkabau Women in the formation of digital Culture : A Critical Ethnographic Study Of the entrepreneurship. **Purpose:** This study aims to explore the transformation and representation of Minangkabau cultural identity within the framework of the digital economy. Specifically, this research formulates the study on how Minangkabau women entrepreneurs, who are traditionally rooted in a matrilineal system, negotiate cultural values when engaging in modern digital business practices. **Methodology:** This study uses a Systematic Literature Review (SLR) with the PRISMA approach. Data was synthesized from 30 high-quality articles (2016-2026) indexed in Scopus, SINTA, and Google Scholar, focusing on the intersection of matrilineality, gender roles, and digital entrepreneurship. **Results:** Data synthesis reveals three main "new cultural representations": (1) Deconstructing the concept of "Merantau" into "Digital Merantau," where geographical boundaries are broken thru virtual migration; (2) The evolution of Bundo Kanduang into a "Digital Manager" who uses hybrid branding by combining the values of Adat Basandi Syarak, Syarak Basandi Kitabullah (ABS-SBK) with modern digital esthetics; and (3) The emergence of "Digital Double Burden," where technological agency coexists with traditional domestic expectations. **Implication:** Theoretically, this study expands representation theory by situating matrilineal identity within digital cultural formation. Empirically, it synthesizes 30 studies to construct an integrated framework of cultural digital hybridity in women's entrepreneurship. From a policy standpoint, the findings support culturally responsive digital economy strategies that acknowledge local gender norms and position women as both economic actors and cultural producers within digital ecosystems.

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INTRODUCTION

The rapid acceleration of the digital economy has fundamentally restructured the global socio-economic landscape, introducing a new era of "platform capitalism" that redefines the intersection of technology and culture (Sunandar & Briandana, 2024). In Indonesia, this transformation has reached the core of indigenous communities, including the Minangkabau society of West Sumatra. As the world's largest matrilineal society, Minangkabau culture grants women, symbolized as *Bundo Kanduang*, central authority over economic assets and domestic decision-making Historically (Novia, 2022). Minangkabau women have exercised their economic agency through traditional markets (*pasa*). However, the shift toward e-commerce and social commerce platforms has necessitated a complex negotiation between traditional matrilineal values and the homogenized demands of the global digital marketplace.

Contemporary scholarship has begun to identify a phenomenon known as "rooted modernity," where indigenous entrepreneurs adapt to digital trends without completely eroding their ancestral identity. For Minangkabau women, this adaptation results in a "New Cultural Representation", a hybrid identity that blends *Adat Basandi Syarak, Syarak Basandi Kitabullah* (ABS-SBK) (Wahyuni et al., 2024) with modern digital aesthetics. One of the most significant shifts identified in recent years is the deconstruction of the *Merantau* (migration) tradition. While *Merantau* was historically a male dominated physical migration, the digital economy has facilitated "Digital Merantau," allowing women to expand their economic reach globally from the domestic sphere

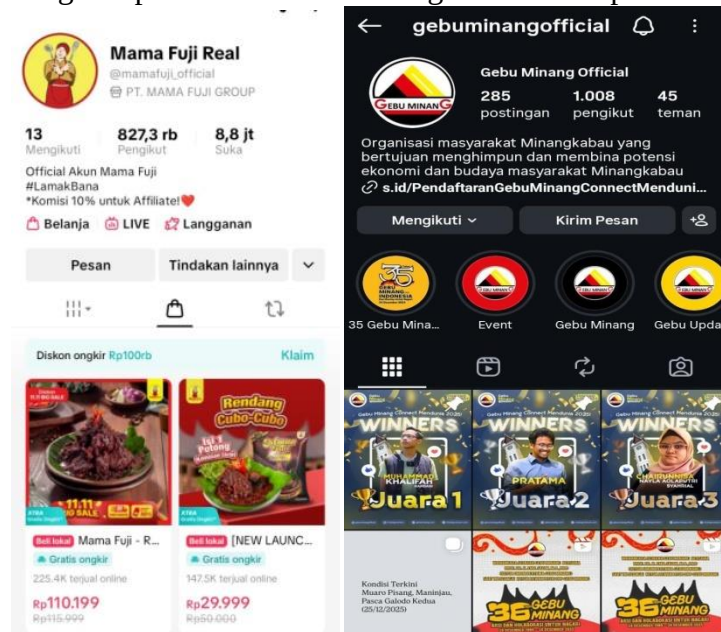
Despite the abundance of studies on digital entrepreneurship and Minangkabau anthropology separately, there is a prominent research gap in the systematic synthesis of how these two domains converge to form new cultural representations. Most existing literature focuses on either purely economic performance metrics or traditional ethnographic descriptions. There is a lack of comprehensive literature research that maps the symbolic shifts, meaning-making processes, and the "Digital Double Burden" faced by matrilineal entrepreneurs in the digital age Without a systematic review, our understanding of how indigenous cultures survive or are commodified in the digital ecosystem remains fragmented.

In the digital economy era, virtual communities have become an important part of the entrepreneurial ecosystem(Sulaeman et al., 2025). For Minangkabau women who are active as digital entrepreneurs, female entrepreneur communities, whether in the form of WhatsApp groups for female entrepreneurs, Instagram Live sessions, Shoppe Live, for promotion and education, or e-commerce forums such as the marketplace seller center, not only function as business interaction spaces, but also become arenas for the formation of new norms, standards, and values that frame their economic and cultural practices (Novia et al., 2025). However, to date, scholarly understanding of how these virtual communities contribute to shaping cultural representations and communication strategies of Minangkabau women entrepreneurs remains very limited. Studies typically focus on the technical aspects of digital platform use, while the socio-cultural dynamics within these virtual communities are overlooked (Budianto, 2016)

Digital transformation has opened up new opportunities for Minangkabau women to express themselves (Baidya, 2024), sell products, and expand their business networks online. In these spaces, Minangkabau culture is often highlighted as part of communication strategies and product identity, both in visual forms (such as songket motifs, eel rendang sales, t-shirts and bags featuring traditional house architecture),

narratives (stories about Minangkabau women's customs and values, marriage to a foreigner while maintaining their identity as a Minangkabau woman), and distinctive local language styles. These practices are often referred to as part of digital cultural representation (Afifah, 2024).

Figure 1. Digital space account of Minang female entrepreneur economy



Source: Results of researcher data processing

Therefore, this literature research aims to synthesize a decade of scholarly work (2016–2026) to provide a holistic framework for understanding the representation of new culture among Minangkabau women entrepreneurs. By employing a Systematic Literature Review (SLR) approach, this study seeks to identify the core pillars of digital matrilineality and evaluate the socio-economic implications of these cultural shifts. The findings of this research are expected to provide critical insights for both academics and policymakers in developing culturally-sensitive digital empowerment programs that go beyond mere technological literacy to embrace cultural resilience (Fatmariza et al., 2024). This study expands representation theory by situating matrilineal identity within digital cultural formation. Empirically, it synthesizes 30 studies to construct an integrated framework of cultural digital hybridity in women's entrepreneurship. From a policy standpoint, the findings support culturally responsive digital economy strategies that acknowledge local gender norms and position women as both economic actors and cultural producers within digital ecosystems.

LITERATURE REVIEW

Digital Economy and Cultural Transformation

The digital economy has evolved beyond a purely economic system into a socio-cultural ecosystem that reshapes how individuals interact, produce value, and construct meaning. Based on (Manuel Castells, 2010) conceptualizes the digital economy as part of the network society, where economic activities are embedded in digital communication networks that influence identity formation and cultural expression.

Similarly, Based on (Casas-cortés, 2023) Srnicek argues that platform capitalism restructures labor relations and cultural practices by positioning digital platforms as dominant intermediaries. Several studies highlight that digital economic practices are inseparable from cultural contexts. (Philip kotler, 2013) emphasize that contemporary digital markets are increasingly human-centered, integrating values, narratives, and cultural symbolism into economic exchanges. This perspective aligns with (Collins et al., 2021) who view digital spaces as arenas of participatory culture where users actively co-create meanings rather than passively consume content. Thus, the digital economy functions simultaneously as an economic system and a cultural space.

Theories of digital economy and cultural transformation offered by Manuel Castells, Philip Kotler, and Nick Srnicek present distinct yet complementary perspectives. Castells conceptualizes the digital economy within the framework of the network society, emphasizing how digital communication networks restructure social organization and enable new forms of identity construction and cultural expression. In contrast, Kotler approaches digital transformation from a human centered marketing perspective, arguing that contemporary digital markets integrate values, narratives, and cultural symbolism into economic exchange, positioning culture as a strategic asset in value creation. Srnicek, however, offers a critical political economic analysis, contending that platform capitalism centralizes power in digital intermediaries that monetize data and shape cultural practices through algorithmic governance. While Castells highlights structural connectivity and participatory identity formation, Kotler underscores market-driven cultural integration, and Srnicek foregrounds commodification and control, collectively revealing that digital cultural transformation operates simultaneously through networks, markets, and platform power structures

Representation, Identity, and Digital Media

Representation theory within the digital economy can be comparatively understood through the foundational constructivist perspective of Stuart Hall and its contemporary extensions into digital identity studies. (Hall, 2000) conceptualizes representation as an active process of meaning construction rather than a simple reflection of reality, positioning discourse as the central arena where cultural meanings are produced and negotiated. In digital environments, this process becomes increasingly complex, as visibility, interactivity, and algorithmic circulation intensify and accelerate the production and dissemination of meaning. The concept of the “networked self,” introduced by (Paul et al., 2024), shifts the analytical focus toward strategic self-presentation, emphasizing individual agency in curating identities across multiple platforms. However, studies by (Anbalagan, 2024) and (Fahmi, 2024) complicate this notion of agency by demonstrating how digital practices simultaneously normalize certain identities while marginalizing others, thereby revealing the persistence of structural power within ostensibly participatory spaces. In the context of digital entrepreneurship, these theoretical strands converge: representation functions simultaneously as discursive construction (Hall, 2000), strategic identity performance (networked self), and a site of algorithmically mediated inclusion and exclusion, particularly as women entrepreneurs integrate personal, cultural, and economic narratives in their branding and online storytelling practices.

Women, Entrepreneurship, and the Digital Economy

Research on women’s entrepreneurship in the digital economy consistently highlights flexibility, autonomy, and empowerment as key outcomes note that digital

platforms lower entry barriers for entrepreneurs, enabling women to participate in markets previously constrained by social and spatial limitations. However, (Pang & Zhang,2023) cautions that entrepreneurial discourse often remains gendered, reproducing implicit power hierarchies.Studies by (Town et al., n.d.) and (World Bank Group Digital Development, 2022)demonstrate that digital inclusion enhances women’s economic participation, yet structural inequalities persist. Research (Purnama Sari, 2022) emphasizes that empowerment should be understood not merely as economic access but as the ability to exercise agency and make strategic life choices. In this sense, digital entrepreneurship becomes a site where economic agency and cultural negotiation intersect.

Minangkabau Women and Matrilineal Cultural Context

Minangkabau society offers a distinctive cultural setting due to its matrilineal system, in which women hold central roles in kinship, inheritance, and social continuity. show that Minangkabau women entrepreneurs draw legitimacy from cultural values that position women as custodians of family and tradition. This cultural capital (Bourdieu, 1986) becomes a strategic resource in digital economic activities (Rodríguez-camacho et al., 2024).

Recent studies in the Indonesian context indicate that Minangkabau women increasingly integrate cultural symbols, local narratives, and traditional values into digital branding and online business practices (Fatihani & Astrika, 2024). These practices reflect what escribes as glocalization, where global digital infrastructures intersect with local cultural logics. Digital platforms thus enable Minangkabau women to reinterpret tradition within modern economic frameworks.

Research Gap and Conceptual Positioning

Although extensive literature exists on the digital economy, women entrepreneurship, and cultural representation, few studies integrate these dimensions within a matrilineal cultural context. Existing research tends to focus either on economic performance or gender empowerment(Kamberidou, 2020) without adequately addressing cultural representation as a dynamic process within digital economic practices.

This literature review identifies a gap in understanding how Minangkabau women entrepreneurs represent and negotiate new cultural meanings in the digital economy. By synthesizing digital economy theory, representation studies, and matrilineal cultural analysis, this study positions Minangkabau women as active cultural agents who shape hybrid identities and practices. This integrative approach forms the conceptual foundation of the present study and underpins the proposed conceptual framework.

Table 1. Literature Review Matrix on Digital Economy, Culture, and Women

No	Author/Year	Research Focus	Method	Main Findings	Relevance
1.	Castell, 2010(Manuel Castells, 2010)	Network society	Theoretical	Digital networks reshape identity	Conceptual basis
2.	(Philip kotler, 2013)	Digital marketing	Conceptual	Human centered digital economy	Culture economy link
3.	(Suryadi, 2015)	Minangkabau women entrepreneurs	Qualitative	Cultural legitimacy of women	Local context

No	Author/Year	Research Focus	Method	Main Findings	Relevance
4.	Alhajri & Aloud (2024)	Female digital entrepreneurship	SLR	Research gaps remain	Global framing
5.	(Roose & Daenekindt, 2015)	Cultural entrepreneurship	Review	Culture shapes business models	Culture business
6.	Giddens (1991)	Modernity & identity	Sociological theory	Identity is reflexive	Identity analysis
7.	(Casas-cortés, 2023)	Platform capitalism	Political economy	Platforms restructure labor	Digital critique
8.	(Qathrunnada & Safitri, 2025)	Local culture & digital economy	Literature review	Hybrid culture emerges	Cultural hybridity
9.	(Aisyah et al., 2024)	Women identity online	Netnography	Identity constructed digitally	Representation
10.	Yusuf (2023)	Digital cultural economy	Qualitative	Entrepreneurs as cultural agents	Cultural agency
11.	(Hall, 2000)	Representation theory	Cultural theory	Meaning is constructed	Core theory
12.	(Rodríguez-camacho et al., 2024)	Cultural capital	Sociology	Culture as capital	Cultural assets
13.	Drucker (2014)	Innovation	Management theory	Innovation drives economy	Innovation logic
14.	(Rahman & Baddam, 2021)	Women online sellers	Qualitative	Flexibility & identity	Gender digital
15.	(Jenkins, 2008)	Participatory culture	Media studies	Users co-create meaning	Digital participation

Source: Results of researcher data processing

Conceptual Framework

This conceptual framework illustrates the interaction between the digital economy and cultural representation in shaping hybrid cultural transformations among Minangkabau women entrepreneurs. The digital economy, operating through digital platforms, online marketplaces, and social media, provides both economic opportunities and symbolic spaces for representation. Within these spaces, Minangkabau women entrepreneurs actively construct cultural meanings by integrating matrilineal values, local identity, and entrepreneurial practices into digital expressions. Cultural representation functions as a mediating process that translates digital economic participation into hybrid cultural transformations, where traditional norms and modern digital practices coexist. Through this interaction, Minangkabau women entrepreneurs emerge as cultural agents who contribute to cultural continuity while simultaneously redefining entrepreneurial roles in the digital economy.

Figure 2. Conceptual Framework

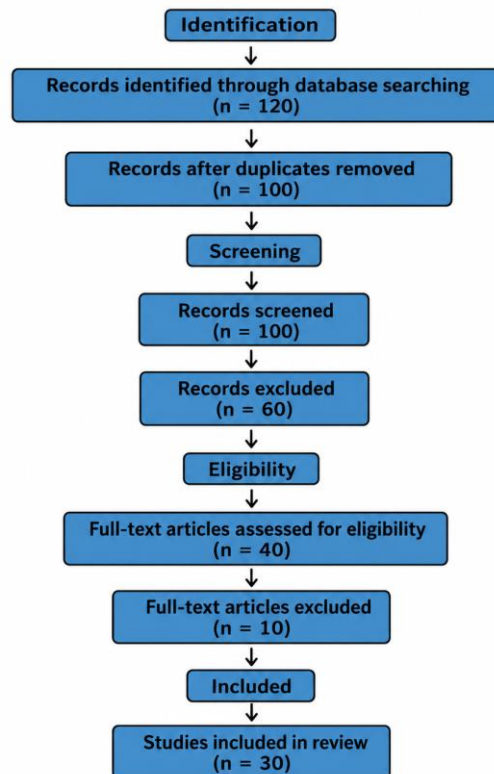


Source: Results of researcher data processing

METHODS

This study employs a Systematic Literature Review (SLR) to synthesize and critically analyze scholarly works on the representation of women in the digital economy, particularly within cultural and entrepreneurial contexts. The SLR approach was selected to ensure methodological transparency, replicability, and comprehensive coverage of relevant literature. The review process followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses), (Haribowo & Winarno, 2024) guidelines to structure identification, screening, eligibility, and inclusion stages. The PRISMA flow diagram illustrates the systematic screening process undertaken in this study. In the identification stage, a total of 120 records were retrieved from four major academic databases. After removing 20 duplicate entries, 100 unique records remained for further evaluation. During the title and abstract screening stage, these 100 records were assessed based on predefined relevance criteria, resulting in the exclusion of 60 articles that did not sufficiently address women's entrepreneurship, digital economy, or representation-related themes. Consequently, 40 full-text articles were subjected to eligibility assessment. In the full-text review stage, 10 articles were excluded due to limited theoretical alignment, insufficient methodological transparency, or weak relevance to gendered digital representation. Ultimately, 30 studies met all inclusion criteria and were incorporated into the final synthesis.

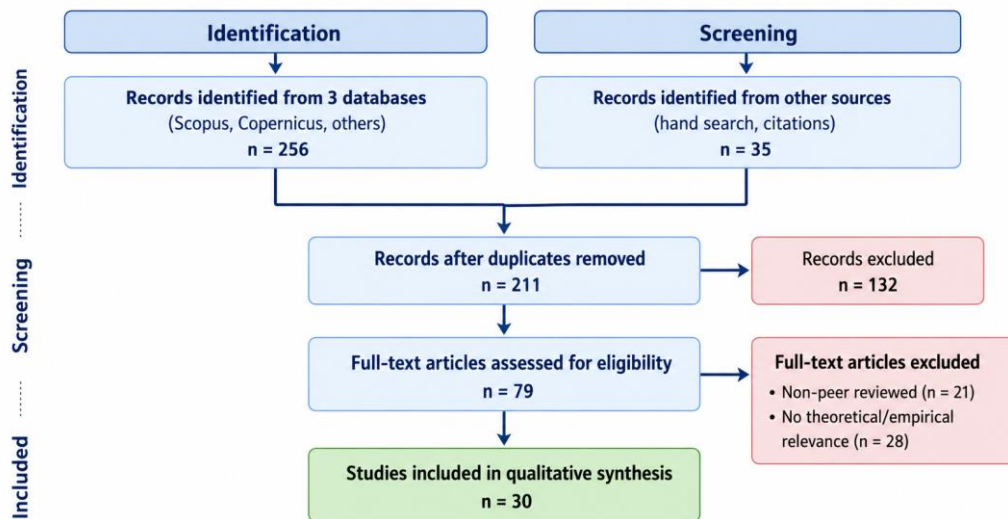
Figure 3. Prisma Flow Diagram



Source: Results of researcher data processing

This study employs a qualitative literature review approach to analyze the representation of new culture in the digital economy, with a focus on Minangkabau women entrepreneurs. Relevant literature was collected from reputable international databases, including Scopus- and Copernicus-indexed journals, using keywords related to the digital economy, cultural representation, women entrepreneurship, and matrilineal society (Izzat et al., 2025). Only peer-reviewed publications and authoritative reports published between 2006 and 2025 were included to ensure academic rigor and contextual relevance. The selected sources were analyzed using thematic synthesis to identify key patterns, relationships, and research gaps (Satria & Nurmandi, 2024). A literature review matrix consisting of 30 international sources was developed to support comparative analysis and conceptual integration. Based on the synthesized themes, a conceptual framework was constructed to explain the interaction between the digital economy and cultural representation in shaping hybrid cultural transformations among Minangkabau women entrepreneurs.

Figure 4. Qualitative Research Flowchart Overview



Source: Results of researcher data processing

RESULT AND DISCUSSION

Result

The literature selection process resulted in 30 international sources that met the inclusion criteria and were included in the qualitative synthesis. The reviewed literature consists of interdisciplinary studies covering digital economy, cultural representation, women entrepreneurship, and local cultural contexts. The synthesis of these sources revealed several recurring themes that explain how the digital economy interacts with cultural representation among women entrepreneurs in matrilineal societies.

The first theme identifies the digital economy as an enabling structure for women's entrepreneurship. Digital platforms, online marketplaces, and social media were consistently reported as reducing entry barriers, expanding market access, and increasing flexibility for women entrepreneurs. These digital infrastructures provide opportunities for economic participation while allowing women to manage culturally defined social roles.

The second theme highlights cultural representation as a strategic practice within digital entrepreneurship. The reviewed studies show that women entrepreneurs actively use cultural symbols, narratives, and visual elements to construct identities and differentiate their digital businesses. Representation practices serve not only marketing purposes but also function as a means of cultural expression and identity negotiation in digital spaces.

The third theme reveals the role of cultural capital and matrilineal values in shaping digital entrepreneurial practices. In matrilineal contexts, cultural legitimacy and inherited social roles strengthen women's agency and influence how digital platforms are utilized. Cultural capital enhances trust, authenticity, and social recognition in online markets, reinforcing women's positions as both economic and cultural actors.

The final theme concerns the outcome of these interactions, namely hybrid cultural transformation. The literature indicates that digital entrepreneurship does not replace traditional culture but facilitates the coexistence of traditional values and digital

modernity. This hybridization manifests in entrepreneurial identities, business practices, and cultural narratives that are adaptive, dynamic, and contextually grounded.

Analytically, the synthesis reveals two dominant trajectories within the literature on women's entrepreneurship in the digital economy. The first trajectory conceptualizes digital platforms as enabling infrastructures that expand market access, enhance work flexibility, and increase women's economic participation. Within this perspective, success is primarily measured through quantitative indicators such as income growth, network expansion, and financial inclusion. In contrast, the second trajectory adopts a structural-critical lens, arguing that digital access does not automatically transform gendered power relations. Studies in this stream demonstrate that cultural norms, algorithmic biases, and masculinized entrepreneurial discourses continue to reproduce symbolic and material constraints on women's participation.

This comparison highlights a fundamental conceptual divergence in the understanding of empowerment. Access-oriented frameworks tend to define empowerment as integration into digital market systems, whereas critical approaches interpret it as the reflexive capacity to negotiate identity, autonomy, and strategic life choices within unequal structures. Accordingly, the synthesis underscores that digital entrepreneurship should not be reduced to a purely emancipatory domain; rather, it constitutes a dialectical arena in which individual agency, structural power, and representational dynamics interact simultaneously. An integrative engagement with both perspectives strengthens the theoretical depth of the analysis and enhances the study's contribution to broader debates on digital economy and cultural transformation.

Discussion

The findings of this literature review reinforce the argument that the digital economy should be understood as a cultural space rather than merely a technological or economic system. The interaction between digital platforms and cultural representation demonstrates that economic participation in digital environments is inseparable from processes of meaning-making and identity construction. This perspective extends digital economy studies by emphasizing the cultural dimensions of entrepreneurship, particularly in gendered and culturally embedded contexts.

The prominence of cultural representation in digital entrepreneurial practices supports representation theory, which views meaning as actively produced through social and symbolic processes. In the case of Minangkabau women entrepreneurs, digital branding, storytelling, and visual communication become mechanisms through which matrilineal values are rearticulated in digital spaces (Afifah, 2024). These practices illustrate how women strategically negotiate tradition and modernity, challenging assumptions that digitalization leads to cultural homogenization.

From a gender perspective, the findings align with empowerment frameworks that emphasize agency rather than access alone (Qathrunnada & Safitri, 2025). The matrilineal context provides Minangkabau women with cultural legitimacy and social capital, which enhances their capacity to navigate digital economic spaces. This suggests that women's digital entrepreneurship is shaped not only by technological factors but also by deeply rooted cultural structures that influence confidence, authority, and social recognition (Handayani, 2025).

The discussion further highlights the emergence of hybrid cultural transformations as a key outcome of digital economic participation (Sari & Yuliani, 2021). Rather than replacing traditional values, digital entrepreneurship enables the coexistence and reinterpretation of cultural norms within contemporary economic practices. This

hybridization reflects a glocal dynamic, where global digital infrastructures intersect with local cultural logics, producing contextually grounded entrepreneurial identities (Baidya, 2024).

Finally, this discussion underscores the study's contribution to both academic and policy debates. By integrating digital economy theory, representation studies, and matrilineal cultural analysis, this research fills a gap in existing literature that often treats these dimensions separately. The findings suggest that digital economy policies and entrepreneurship programs should adopt culturally responsive and gender-sensitive approaches that recognize women's roles as cultural agents. Such an approach can support sustainable digital development while preserving cultural diversity (Contreras Loera, 2023).

CONCLUSION

This literature review demonstrates that the digital economy operates as both an economic system and a cultural space where hybrid cultural transformations emerge. Among Minangkabau women entrepreneurs, digital platforms enable economic participation while facilitating the representation of matrilineal values and local identity. By integrating digital economy studies with representation theory, this study positions women as active cultural agents in digital entrepreneurship. From a policy perspective, the findings emphasize the importance of culturally responsive and gender-sensitive digital economy policies that support women's agency, recognize local cultural capital, and integrate economic development with cultural sustainability.

This study has several limitations and methodological constraints. As a systematic literature review, its findings depend on the scope, quality, and theoretical orientations of the selected publications, which may introduce publication bias due to reliance on peer-reviewed, English-language sources indexed in major databases. Variations in research design, conceptual definitions, and measurement of key constructs such as empowerment and digital inclusion limited direct comparability and required interpretive synthesis rather than empirical aggregation. Additionally, as a secondary-data analysis, the study does not provide primary empirical validation, and the qualitative synthesis process may involve a degree of subjective interpretation despite transparent screening procedures.

Future research should employ mixed-method and longitudinal designs to examine how digital entrepreneurship shapes women's empowerment and agency. Clear operational indicators of digital inclusion are needed. Cross-cultural comparative studies across different socio-cultural and economic contexts are essential to assess whether digital entrepreneurship reduces or reproduces structural gender inequalities.

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