

Harnessing the Power of YouTube for Female Empowerment

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This study investigates the empowerment of female entrepreneurs through the utilization of social media platforms, with a specific focus on YouTube. Recognizing the transformative potential of digital spaces, the research explores how female entrepreneurs leverage YouTube to enhance their entrepreneurial behavior and promote economic independence. This study employs a qualitative approach while using case study as research strategy and incorporating semi-structured interviews with women entrepreneurs who actively utilize YouTube as an entrepreneurial tool and followed thematic analysis to reveal significant patterns and insights derived from the collected data. By examining the strategies, challenges and outcomes of their digital engagement, this research offers insights into the unique ways in which YouTube contributes to women's empowerment within the entrepreneurial landscape. The findings emphasized global networking and opportunity identification generally. This reveals that video graphic storytelling of women's culinary skills on the YouTube platform serves as a compelling mediating factor in promoting women's empowerment by showing their diverse talents and fostering a sense of community engagement. Specifically, this research identifies the catalytic role of male involvement in fostering women's empowerment within the entrepreneurial domain and challenging stereotypical notions. Ultimately, this study contributes to the broader understanding of the symbiotic relationship between women entrepreneurship, social media and empowerment, highlighting the evolving dynamics of modern business practices. Empowerment for women entrepreneurs who use social media, YouTube is driven by a combination of elements, including participants, social media platforms, content and channel strategies, online community and engagement, digital skills and resources, socio-cultural factors. In conclusion, women entrepreneurs who leverage YouTube enhance visibility and popularity of business, fostering financial independence of women entrepreneurs through wider community engagement. It reveals that women entrepreneurs harness social media technology, to breakdown the glass ceiling effect.

Keywords: Women empowerment, Women entrepreneurship, Social media, Social media entrepreneurship, YouTube platform