



DIREKTORAT JENDERAL
PENDIDIKAN VOKASI, PENDIDIKAN KHUSUS,
DAN PENDIDIKAN LAYANAN KHUSUS
KEMENTERIAN PENDIDIKAN DASAR DAN MENENGAH



Perempuan
Inovasi

Perempuan Inovasi 2025



IMPACT REPORT



<π> Perempuan
Inovasi



Didukung oleh



L'ORÉAL
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Daftar Isi

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Foreword : Markoding Foreword



As an Indonesian woman, I feel fortunate to have a mother who is an environmental researcher. Her work introduced me, from a young age, to the important role women can play in STEM, which motivated me to pursue a degree in computer science and led me to my current career. Unfortunately, this is not the reality for most women in Indonesia, where only 22% work in the technology industry—the lowest percentage in Southeast Asia (BCG, 2017). At the same time, Indonesia's technology sector is growing rapidly, and the country will require an estimated 9 million digital talents by 2030 (World Bank, 2019).

However, prevailing beliefs and social stigma in Indonesia often discourage women from pursuing careers in STEM. Women are frequently perceived as lacking the ability, logic, and potential of their male counterparts, a situation further exacerbated by increasing gender-based violence, particularly during the COVID-19 pandemic. Adolescent girls also often have limited voices in decision-making processes that directly affect their lives.

To address these challenges, Markoding launched the “Digital Innovation Challenge 2022: Perempuan Inovasi” program. This nine-month initiative empowers adolescent girls, particularly those from marginalized backgrounds, by strengthening 21st-century skills and enabling them to create digital innovation solutions to address gender-based social issues such as sexual violence, harassment against women, gender inequality, child marriage, and sexual and reproductive health. The program provides participants with opportunities to actively engage with professional mentors and industry practitioners.

Perempuan Inovasi has been running for four years. To date, the program has successfully reached more than 51,000 women and 777 teachers (81.7% women) from 7,608 institutions and community learning centers across 38 provinces in Indonesia. Under the guidance of more than 50 industry practitioner mentors (78% women), the program has generated over 537 innovative ideas.

By equipping women with STEM skills—particularly in digital technology—they gain access to higher-paying job opportunities that can help break the cycle of poverty and improve overall quality of life. Our hope is that the Perempuan Inovasi program will provide Indonesian women with equal access to quality education, empower them to become confident learners and creators in technology, and ultimately advance women across Indonesia.

Warm regards,
Amanda Simandjuntak
Co-Founder, Chief of Executive



**“Coding terlalu kompleks
untuk anak perempuan.”**

- Guru SMA (Perempuan)



**“Insinyur itu pekerjaan yang
maskulin, cocoknya untuk
laki-laki.”**

- Instruktur BLK (Laki-laki)

**”Kalau perempuan itu lebih
emosional ya, jadi logikanya
kurang.”**

- Mentor Pengajar (Laki-laki)



**“Perempuan nantinya akan
menjadi ibu rumah tangga, jadi
tidak perlu belajar yang sulit-sulit.”**

- Orang tua siswa

Our Journey



Inovasi





Our Journey



2022

5.256 Registrants

2023

16.596 Registrants

2024

14.489 Registrants

2025

13.802 Registrants



45.000+

Women from 38 provinces across Indonesia have registered for the Perempuan Inovasi program and gained access to basic digital skills training (UI/UX & Coding).



Perempuan Inovasi

Perempuan Inovasi is an initiative initiated by Markoding, Yayasan Dian Sasrowardoyo, and Magnifique Indonesia to support young Indonesian women in developing their potential through various collaborative programs and training in digital technology, social entrepreneurship, environmental issues, and literacy.



Our mission is to build a generation of empowered Indonesian women who innovate, contribute, and create meaningful impact for the nation.



The background of the Perempuan Inovasi program is rooted in strong social stereotypes that view technology education as unsuitable for women.

This deeply internalized mindset within society has become a major barrier for Indonesian women in accessing career opportunities in the technology sector. Validation of these biases was found through interviews with mentors, instructors, and parents, who still frequently express the belief that women lack logical abilities due to being perceived as more emotional.

Technology is often considered too complex, while engineering professions are still viewed as masculine roles deemed appropriate only for men. At the same time, support from the home environment remains limited, as social expectations continue to confine women to domestic roles as housewives.

In fact, there is no scientific evidence showing that women have lower logical abilities than men. Although differences in brain structure exist, they do not indicate that women are less capable of mastering science, technology, engineering, and mathematics (STEM). These gender stereotypes are purely biased and hinder progress, as many women have proven their competence in these fields. However, because such stereotypes and social expectations have been deeply internalized, many women become hesitant and lack confidence in pursuing technical education.

As a result, women remain underrepresented in STEM environments, leading to a lack of role models for future generations and reinforcing workplace discrimination, where women's abilities continue to be questioned.



These challenges are further compounded by a significant skills gap (skill mismatch). Women who actually have strong interest and potential are often constrained by limited access to quality technology education and training. This lack of learning opportunities and skill development ultimately places many women at risk of unemployment or being classified as NEET (Not in Education, Employment, or Training). Recognizing the complexity of these challenges, Markoding, together with its partners, introduced Perempuan Inovasi as a concrete solution to address gender bias in the technology sector. We believe that creating a safe, inclusive, and gender-friendly environment is crucial to ensuring that women feel confident to participate, contribute, and boldly develop themselves without social pressure.

Perempuan Inovasi is committed to providing a safe space through a strong support system, one of which is by offering classes with 100% female participants. The presence of predominantly female mentors and instructors also aims to provide role models who can help rebuild participants' confidence in their abilities. In addition to equipping participants with access to technology education, the program integrates personal development training to ensure that each participant is well-prepared to face industry challenges. Through Perempuan Inovasi, Indonesian women are encouraged to break away from outdated paradigms, overcome internal barriers, and fully develop their potential to create a brighter and more inclusive future for all.

Our Vision

Our vision is to reduce youth unemployment by bridging the skills gap, particularly among women.

Our Mission

Our mission is to transform underprivileged youth in Indonesia into a generation of innovators by equipping them with outstanding 21st-century skills, with a strong focus on empowering women.

SDGS FOCUS

Perempuan Inovasi 2025 is committed to supporting sustainable development in Indonesia at both the macro and micro levels of society. Our programs contribute to improving quality of life in alignment with the following Sustainable Development Goals (SDGs):



SDGS 5 – Gender Equality

Equal access to quality education should be available to all citizens. However, cultural and institutional barriers continue to limit women's participation in STEM education. Perempuan Inovasi aims to address this gap by equipping women with the knowledge and mindset needed to promote gender equality.



SDGS 4 – Quality Education

According to Indonesia's Central Statistics Agency (BPS), 25.8% of Indonesian youth fall into the NEET category (Not in Education, Employment, or Training), with female unemployment rates reported to be twice as high as those of men. In response, Perempuan Inovasi designs programs that address gender gaps and employment disparities faced by Indonesian women, particularly in digital-related fields.



SDGS 8 – Economic Growth

Indonesia faces a shortage of skilled labor, human capital, and ICT specialists, which poses a significant challenge to the growth of the digital economy. This gap is evident in Indonesia's slower progress in digital literacy compared to other Southeast Asian countries.

Executive Summary

Markoding, Yayasan Dian Sasrowardoyo (YDS), and Magnifique Indonesia, as the program initiators, collaborated with L'Oréal Fund for Women and Astra as donors in 2025 to implement Perempuan Inovasi, a nine-month skills development program for women, including students, university attendees, and working professionals, with a target of 100% female participants.

The program provides access to basic education in coding and UI/UX Design for all registrants. High-achieving participants from vulnerable backgrounds are given the opportunity to receive scholarships that include intensive hard skills training in Full Stack Web Development and UI/UX Design, as well as soft skills development such as creativity, critical thinking, collaboration, communication, digital skills, and 21st-century entrepreneurship.

In addition, scholarship recipients receive individualized mentoring from female mentors to strengthen their confidence in pursuing careers in STEM, along with gender equality education to empower them to develop digital solutions addressing existing gender-related issues.

As an indicator of the program's impact, Perempuan Inovasi 2025 reached 13,802 applicants from 38 provinces across Indonesia. From this pool, 40 participants were selected to receive scholarships based on academic performance and socioeconomic background. Ultimately, 24 top participants presented their ideas at Demo Day, resulting in a total of 11 digital solutions developed through the Product Development and Coding Bootcamp.



Challenges

Limited Access to Digital Capability Development

One of the main challenges in Indonesia's technology sector is limited access to secondary and higher education. This limitation is further exacerbated by various socio-economic issues, such as economic inequality and geographical barriers. These obstacles hinder the development of digital skills that are increasingly essential in today's digitalized labor market (SMERU, 2022).

In addition, internet penetration remains heavily concentrated on Java Island, leaving regions such as Sulawesi, Bali–Nusa Tenggara, and Maluku–Papua with significantly lower levels of connectivity and limited access to internet usage and learning opportunities (APJII, 2023).

Underfunded IT infrastructure across many Indonesian educational institutions further widens this accessibility gap, particularly for underserved populations. This urgency highlights the need to promote inclusivity in digital capacity-building programs, especially for women. Such efforts are critical, as gender minorities—particularly women—remain underrepresented in digital skills development initiatives. In Indonesia, women are significantly underrepresented in STEM fields (UN Women, 2023), despite projections that the country will face a shortage of approximately 9 million IT professionals by 2030.

With around 2,400 startups, Indonesia ranks sixth globally in terms of the number of startups, indicating strong growth potential and increasing demand for technology-based products and services (Jakarta Globe, 2023). However, the current workforce—especially women—still lacks the necessary skills to meet the evolving demands of the emerging labor market.

Therefore, developing digital skills among Indonesian women is crucial to meeting future workforce needs. Unfortunately, cultural and institutional barriers continue to hinder this progress.

Cultural and institutional Barriers for Women

A prevailing belief that STEM is not suitable for women remains deeply rooted in Indonesian society. Based on interviews with various stakeholders, cultural norms that frame STEM—including coding—as “unsuitable for women” continue to persist. Dominant patriarchal values significantly limit women's equal participation in STEM and coding-related fields.

According to the World Economic Forum, Indonesia ranks 106th out of 146 countries in terms of gender parity in educational attainment, despite achieving a relatively high score of 0.972 out of 1 (World Economic Forum, 2023). These cultural expectations contribute to the low participation rate of women in STEM in Indonesia, which stands at only 22% (Boston Consulting Group, 2017), even as the country faces a shortage of IT professionals.

These cultural barriers translate into institutional obstacles, where STEM- and coding-related education is often not equally accessible to female students. The intersection of cultural and institutional barriers prevents equal participation and reinforces gender disparities. To achieve gender parity in STEM and address the shortage of IT professionals, greater socialization and education on gender equality in STEM fields are essential. Unfortunately, discussions on gender equality remain relatively limited within many educational institutions in Indonesia.

Our Solutions

To address cultural and institutional barriers, Perempuan Inovasi provides technology and coding classes that emphasize gender equality and empowerment. The program ensures that beneficiaries receive gender empowerment lessons and follow-up webinars after theoretical sessions to strengthen their knowledge and soft skills as a foundation for entering the workforce.

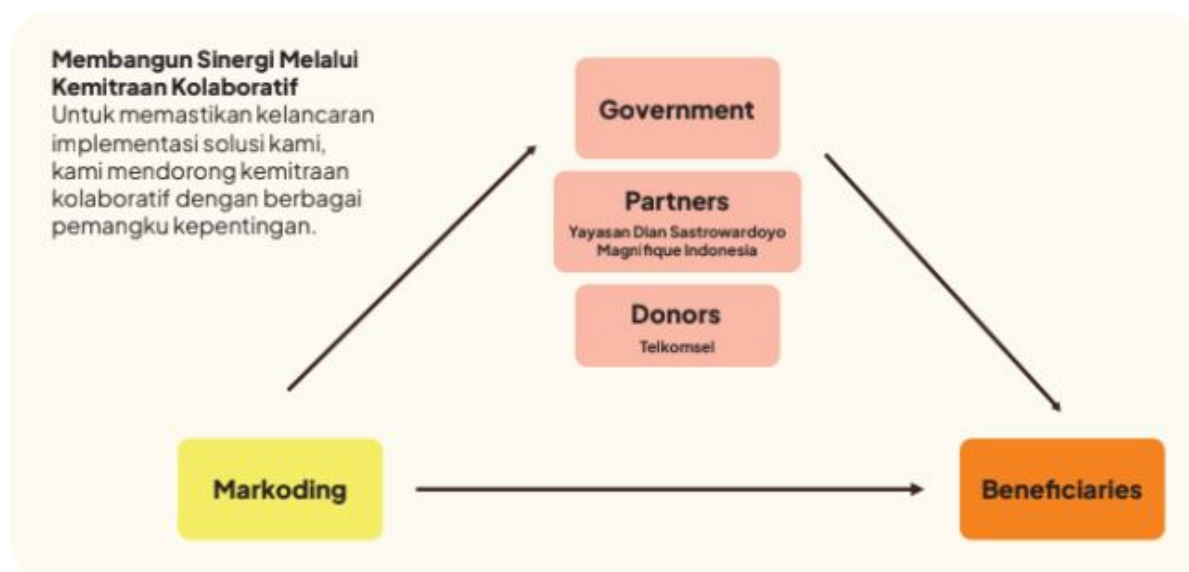
We offer coding and UI/UX design curricula delivered in accessible and easy-to-understand language. These courses are designed to equip participants with practical, in-demand IT skills. Our curriculum is professionally developed to align with current industry needs, and our mentors pay close attention to individual learners' needs to support their transition into the technology industry.

Soft skills development is also a core component of the program. Participants are equipped with creativity, critical thinking, collaboration, and communication skills. The synergy between technical and soft skills not only helps bridge existing skill gaps but also empowers participants with a competitive advantage in the technology labor market. In addition, participants take part in several webinars and learning sessions focused on gender equality.

By the end of the program, participants are expected to develop solution ideas that address gender empowerment issues. The combination of professionally designed technical lessons, soft skills development, and gender equality education creates a strong foundation for producing a competent workforce capable of overcoming gender-based barriers.

Beyond formal gender equality lessons, Perempuan Inovasi 2025 implements a 100% female participation model as a form of a "hidden curriculum" that reinforces gender equality in practice. This approach aims to build participants' confidence by demonstrating that women are fully capable of thriving in women-led and women-dominated learning environments.

The 100% female classroom model implemented in 2023 generated significant positive impact for beneficiaries. Findings indicate that programs with a higher proportion of female participants in 2024 resulted in nearly tenfold capacity improvement compared to earlier cohorts that still had mixed-gender demographics.



Behind the scenes team



Amanda Simandjuntak
Co-founder, Chief of Product
(Product & Content)



Novia Sari Purnama
Project Manager
Perempuan Inovasi



Anisa Safitri Faiz
Project Assistant
Perempuan Inovasi



David Winalda
Head of Learning
Perempuan Inovasi



Alifa Salsabila Deshendra
Project Assistant Intern
Perempuan Inovasi



Sophia Mega
Social Media Specialist
Perempuan Inovasi



Nesie Clarisa
Community Specialist
Perempuan Inovasi



Angel Beauty
Graphic Designer
Perempuan Inovasi

Program Partner

About Yayasan Dian Sastrowardoyo (YDS)

Yayasan Dian Sastrowardoyo (YDS) was established in 2009 by actress Dian Sastrowardoyo as a form of social responsibility and active contribution to advancing women's empowerment, education, cultural preservation, and the arts in Indonesia.

YDS initiatives include the Dian Scholarship Program, which provides full scholarships for women from underprivileged backgrounds to complete their higher education (as of 2022, 31 individuals have received the scholarship, with 12 graduates), the Tentang Perempuan program, which focuses on various women empowerment activities, and the Kerja Bersama program, a collaborative initiative with multiple partners to advance education, culture, and the arts across Indonesia.

About Magnifique Indonesia

Magnifique Indonesia is a communication agency established in 2008 that manages three business lines: public relations, activation, and creative services. With more than 70 professionals under its umbrella, Magnifique has successfully supported numerous commercial companies across various industries as well as government institutions in achieving their campaign objectives.

Some of Magnifique Indonesia's clients include Walt Disney Indonesia, Paragon Group, LEGO, DANA, Dekoruma, PermataBank, and many others. Magnifique has also carried out various social initiatives, including collaborations with Yayasan Dian Sastrowardoyo to provide free webinars for students across Indonesia during the period of remote learning amid the pandemic.

www.magnifique.co.id

Penghargaan Perempuan Inovasi

Throughout the years, Perempuan Inovasi has continued to grow and achieve significant milestones in our journey. Below are some of our key achievements:

2022

In 2022, the Perempuan Inovasi initiative entered its second year, supported by Yayasan Dian Sastrowardoyo and Magnifique Indonesia. **A total of 36 scholarships were awarded, funded by the program donor, Telkomsel.**

2023

In 2023, the first Perempuan Inovasi initiative was officially launched through a collaboration with Clé de Peau Beauté.



Power of Radiance Award 2022:

Skilvul Group was awarded the Power of Radiance Award by Clé de Peau Beauté, where our Chief of Product, Amanda Simandjuntak, was recognized as an inspiring figure for her dedication to promoting gender equality through the empowerment of women in STEM.



Nature Awards 2023

Markoding, part of Skilvul Group, was shortlisted in the Science Outreach category at the Nature Awards 2023. This award is a collaboration between Nature Awards and The Estée Lauder Companies, recognizing women's achievements in STEM.



Gatra Award 2023

Through the Perempuan Inovasi initiative, which aims to increase women's participation in the digital ecosystem, Skilvul Group received the Gatra Award 2023 in the Technology category. In the same year, our Chief of Product, Amanda Simandjuntak, was also honored for her unwavering dedication and significant contributions to the education sector, particularly in advancing digital skills among women.



HP Digital Equity Accelerator 2025

Markoding was selected as part of the HP Digital Equity Accelerator, representing Indonesia in advancing digital equity and future-ready skills. Through device support and funding, the program enables the launch of Markoding Digital Hub to empower women in marginalized communities across Indonesia.



Partnership & Collaboration – Perempuan Inovasi 2025

Collaboration has been a fundamental pillar in the journey of Perempuan Inovasi. Throughout the year, we have worked closely with various strategic partners to strengthen program implementation and create sustainable impact for women in STEM.



IBM x Perempuan Inovasi | 2024 – 2025

A community-based initiative that equips young women in Indonesia with digital and professional skills for careers in technology. Through accessible learning, mentorship, and career exposure, the program supports participants from the registration stage through foundational courses, helping them begin their journey in the tech industry.



L'oreal Fund for Women | 2025

Perempuan Inovasi collaborates with the L'Oreal Fund for Women through joint publications and program initiatives to strengthen women's capacity development and expand access to training and career opportunities aligned with industry needs.



UN Women | 2025

This program focuses on strengthening women's skills in Indonesia to reduce gender gaps in the workforce through training in digital skills, artificial intelligence (AI), gender equality, and career readiness for first-time job seekers and women returning to work.



Astra | 2024–2025

Perempuan Inovasi partners with PT Astra International through publications and program collaborations to support women's capacity building and expand access to training and career opportunities aligned with industry needs.



Dirjen Vokasi Pendidikan Khusus & Pendidikan Layanan Khusus Kemendikdasmen RI | 2024 – 2025

This year, Perempuan Inovasi expanded its strategic collaborations with various organizations and institutions. The partnership with the Directorate General of Vocational Education, Ministry of Education, was implemented through joint publications and collaborative webinars to broaden outreach and enhance program credibility.

Media Coverage

40

Publications

72%

Top-tier pick-up rate

PR Value:

1,675,500,000



Output Media

The implementation of the Perempuan Inovasi 2025 Bootcamp Onboarding received extensive coverage from various national media outlets as well as partner communication channels. Media presence throughout the series of activities reflects the strong public interest in issues related to women's empowerment, innovation, and digital talent development in Indonesia.

Publications generated through mass media, digital platforms, and partner communication channels contributed significantly to increasing visibility and strengthening the national profile of the Perempuan Inovasi Program.

Perempuankoding 2025 - Media Attendance

No	Media	No	Media
1	Beauty Journal	11	Insertlive.com
2	Bloomberg Technoz	12	Merahputih
3	cantika.com	13	Olenka
4	detikcom (20detik)	14	Popmama.com
5	Disway.id	15	Times Indonesia
6	Farah.id	16	Tribunnews
7	GadgetDiva	17	Validnews.id
8	HighEnd Magazine	18	Voi.id
9	IDN Times	19	Women's Obsession
10	Industry	20	Zetizen

Beauty Journal

BT

Bloomberg Technoz

CANTIKA

20D

DISWAY
NATIONAL NETWORK

Inspiring & Educating
Farah
MAGAZINE

GADGET
DIVA

HIGHEND
FIRST-CLASS LIFESTYLE

IDN TIMES

industry.co.id

Insertlive.com

MP MERAH
PUTIH
.COM
Berani Menginspirasi

OLENKA

POPMAMA
.com

Ti

TIMES INDONESIA

Tribunnews.com
National Reach, Local Perspective

VALIDNEWS
.id

VOI

Women's
Obsession
WO

Z.

What We Offer

The way we work reflects our experience in designing curricula, supported by a strong professional network to help ensure employment opportunities. We offer a holistic curriculum that includes:



Gender equality education



Soft Skills Development
(creativity, critical thinking,
collaboration, and
communication)



Technical skills
(programming, web
development, and UI/UX
design)



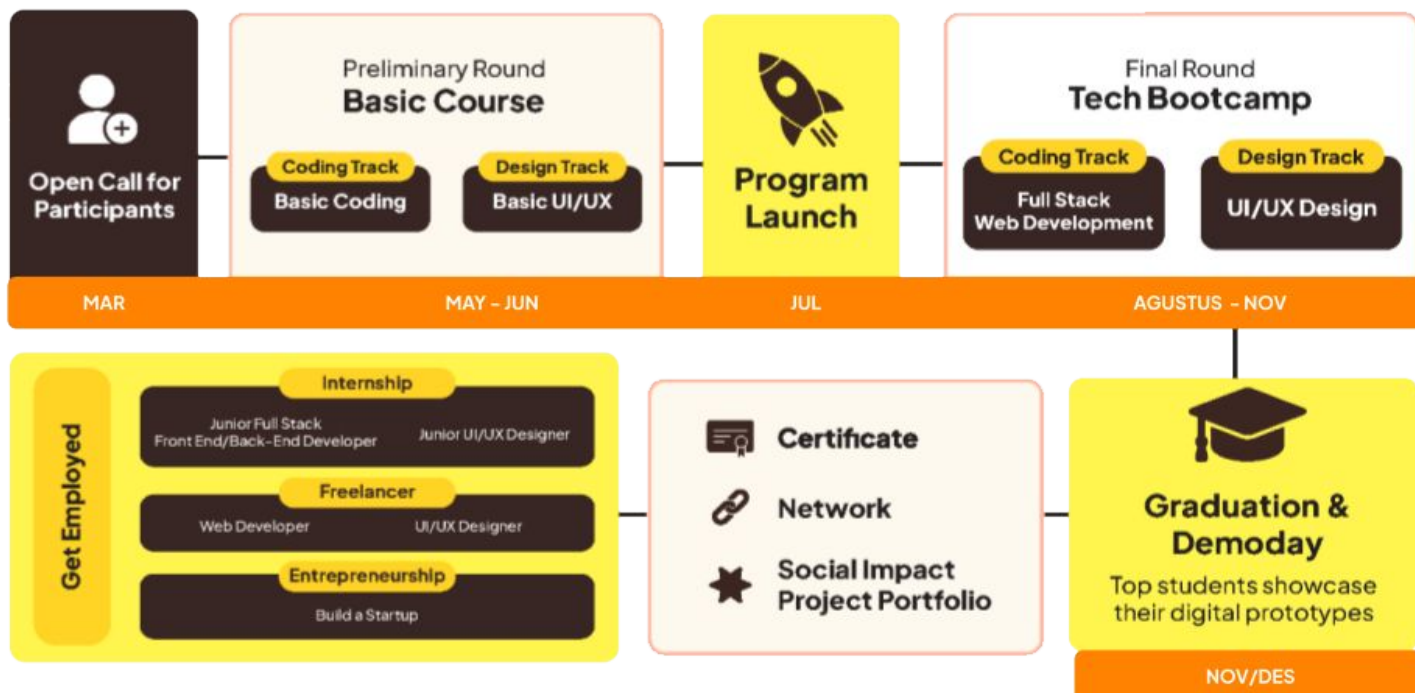
**Project-based portfolio
development (innovations
addressing gender-related,
gender equality, and related
challenges)**



**Placement opportunities with
potential recruitment
partners**

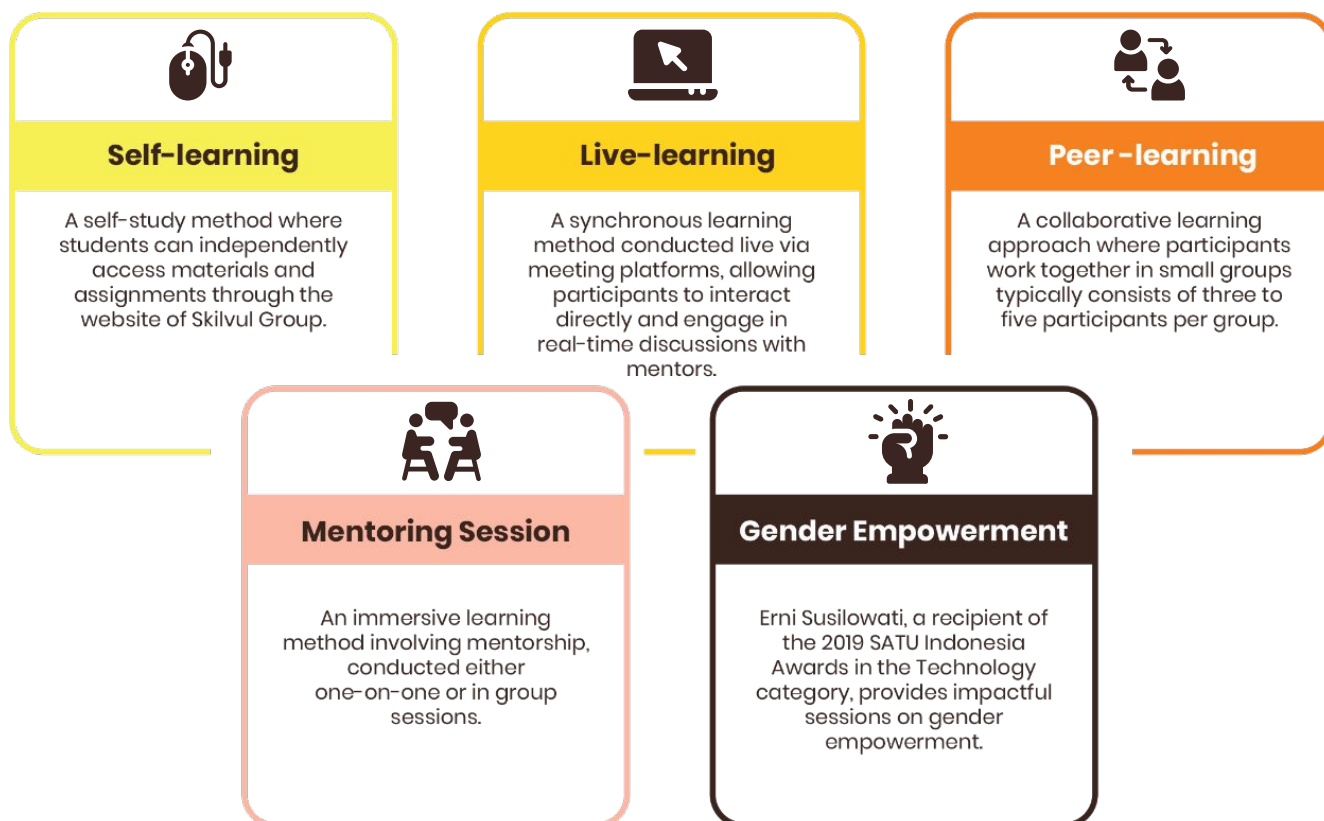


Program Phases and Flow



The way we work reflects our experience in curriculum design, supported by a strong professional network to help ensure employment opportunities. We offer a holistic curriculum that includes:

Learning Approach



Solution Ideas Addressing Women's Issues

A total of 11 teams successfully advanced to the 4-month intensive bootcamp phase, designed to optimally develop digital solution ideas that address women's issues in society.

Web Development Track – Solution Ideas



Herbit is a website that helps housewives build small, eco-friendly habits from home. Through educational content, gamification, and appreciation features, Herbit transforms daily activities such as cooking, shopping, and waste management into sustainable green habits that benefit families and the environment.



ManagHer is a web-based application that serves as a Digital Strategy and Financial Assistant, guiding women in building businesses from scratch to the scale-up stage. With beginner-friendly gamification, the platform enables users to achieve financial independence through entrepreneurship.



ToGetHer is a B2C platform that connects aid-distribution institutions with women heads of households through a simple, transparent, and needs-based digital system.



RISA is a Sexual and Reproductive Health (SRHR) education platform for adolescent girls delivered through interactive games, enhanced with AI features that recommend articles tailored to users' needs.



Arunika is an AI-based online career education platform that focuses on skill mapping to empower young Indonesian women. This "women-friendly" platform supports young women who aspire to grow professionally in their careers.

UI/UX Design Track – Solution Ideas

GO MIGRAN (Guardian Online for Migrant Indonesian Workers) is an all-in-one solution for Indonesian migrant workers that aims to provide job opportunities, prevent fraud, enhance safety, and offer emergency protection against potential threats.

kinASih is a health application that safely connects breast milk donors and recipients through medically and sharia-verified processes. It features Search & Match, Breast Milk Distribution Tracking, and Milk Kinship Certification to ensure a transparent, ethical, and trustworthy donation process.

LASMI is an inclusive learning platform that supports individuals with motor disabilities to learn and grow independently through microlearning, accessibility tools, adaptive mentoring, and relevant job recommendations.

Balik is an application designed to support workers experiencing excessive workloads by improving productivity, reducing stress and fatigue, and minimizing burnout risks to achieve better work-life balance.

Zerobin is a food-sharing platform that connects users, MSMEs, and communities to reduce food waste while supporting small culinary businesses.

RadiantU is a Safe Digital Space platform for post-trauma recovery using a game-based approach, creating a secure, comfortable, and empowering experience for users.

Graduation Day



Opening Remarks

The event opened with welcoming remarks from Amanda Simandjuntak (CEO of Markoding) and Muhammad Hasbi (Secretary of the Directorate General of Vocational Education). The program officially commenced with a strong spirit of collaboration to support women's empowerment in education and technology.

Demo Day Perempuan Inovasi 2025

After completing the entire bootcamp journey, Perempuan Inovasi scholarship recipients successfully designed and presented a range of innovative solutions. These projects not only reflected the participants' courage and resilience but also offered tangible responses to various gender-related issues and challenges. Demo Day marked the culmination of the program, providing a platform for participants to showcase the ideas and innovations they developed throughout the bootcamp.



Panel Discussion

The momentum continued with a panel discussion titled "Becoming Changemakers in the AI Era: Women's Power in Professional Transformation." This session highlighted the strategic role of women in driving change and adapting to the rapid growth of artificial intelligence and digital transformation across professional fields.

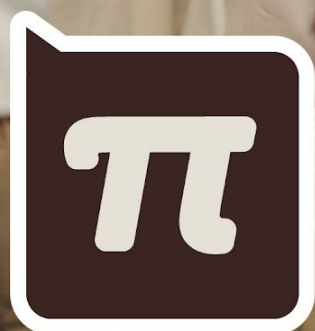
Announcement of Perempuan Inovasi 2025 Demo Day Winners

The most anticipated moment of the event was the announcement of the Perempuan Inovasi 2025 Demo Day winners. First, second, and third place winners were selected from the top-performing teams, followed by the prize-giving ceremony and a group photo session.





Our Impact



Impact Pillars and Logic

As we mapped our product offerings and aligned them with available resources, we gained a deeper understanding of our impact on the business. We established impact pillars that serve as the foundation of our strategy, focusing on addressing two key issues:

1. Increasing access to digital capabilities
2. Addressing skills mismatch through capacity development

For Perempuan Inovasi 2025, these two pillars were designed to ensure that women beneficiaries possess both the capabilities and confidence needed to enter the IT and STEM sectors. Therefore, these pillars form the foundation for achieving the core objectives of Perempuan Inovasi 2025.

Pillars

Pillar 1

Increasing Access to Digital Capabilities

We promote inclusivity in digital competencies by building partnerships with institutions that provide digital infrastructure and by committing to creating equal opportunities for women and Persons with Disabilities (PwDs) in their future careers within the technology industry.

Pillar 2

Capacity Development to Address Skills Mismatch

Through our team's expertise in designing tailored learning plans to develop digital skills and provide comprehensive knowledge of the evolving skill demands in the digital industry, we empower participants to become reliable and skilled digital talent.

Goal: Ensuring Beneficiaries' Capabilities and Confidence

By targeting women through increased access to digital capabilities (Pillar 1) and capacity development to address skills mismatch (Pillar 2), we aim for our women beneficiaries to experience enhanced skills and greater confidence in pursuing careers in IT and STEM.

Activities



Digital Skills Enhancement Bootcamp

We offer programming classes designed to accommodate learners from diverse socioeconomic backgrounds, ranging from beginner to intermediate levels.



Digital Bootcamp Scholarships

Skilvul Group provides scholarships to individuals who face financial barriers, enabling them to improve their quality of life through access to education.



Career Preparation

We equip participants with insights from industry practitioners to strengthen their soft skills and technical competencies, preparing them for job applications and career entry.



Building Partnerships with Underserved Communities

We empower low-income communities, particularly those attending under-resourced educational institutions, by expanding their access to digital capabilities.



Entrepreneurial Capacity Development

We cultivate critical thinking, innovation, and creativity to empower participants with an entrepreneurial mindset.



Collaboration with Stakeholders

To enhance course accessibility, we deliver our programs through online learning platforms. At the same time, we collaborate with key business and development institutions to strengthen digital infrastructure for participants who require additional support.

Impact Targets

For Perempuan Inovasi 2025, we serve three categories of women beneficiaries:



**Senior High School
Students**



University Students



Professionals

In addition to ensuring that all beneficiaries are women, we prioritize women from low socioeconomic backgrounds for scholarship opportunities. To support this commitment, we provided 40 competitive scholarships to the most vulnerable beneficiaries based on a rigorous selection process.

Our beneficiary segmentation is based on the following three key aspects:



Geographic Diversity

Beyond ensuring 100% female participation, we prioritize women from low socioeconomic backgrounds who often face double discrimination when entering the workforce due to both gender and economic barriers. Scholarships are awarded to applicants with vulnerable socioeconomic status and promising logical reasoning test scores. We apply a holistic and advanced survey methodology to rank applicants based on overall vulnerability, taking into account geographic disparities. In particular, we aim to increase representation from regions outside Java Island.



Low-Income Groups

Our survey assesses whether applicants have received government social assistance and analyzes parental education levels, income, and occupations. This approach ensures a holistic understanding of economic vulnerability that intersects with sociocultural factors.

The ultimate goal is to improve beneficiaries' quality of life by increasing their competitiveness through education, while also addressing geographic inequality across Indonesia.

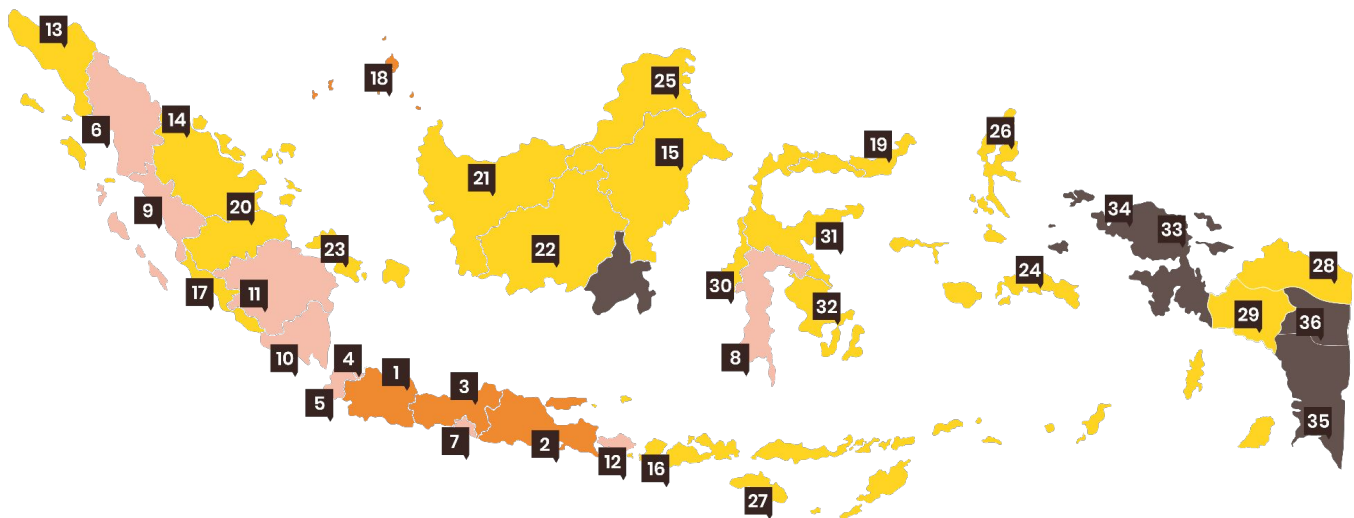


100% Women Beneficiaries

All beneficiaries of Perempuan Inovasi 2025 are women. They come from diverse socioeconomic, cultural, and geographic backgrounds, reinforcing our commitment to creating an inclusive and gender-responsive learning environment.

Participant Demographics

Markoding has actively engaged with participants from 38 provinces across Indonesia. Each provincial community has unique characteristics, where available resources, facilities, and access collectively contribute to educational equity. Therefore, it is crucial to foster an inclusive environment that enables everyone to participate and benefit without significant barriers.



Location

- | | | |
|-------------------------------|-------------------------------|---|
| 1. Jawa Barat | 13. Aceh | 25. Kalimantan Utara |
| 2. Jawa Timur | 14. Riau | 26. Maluku Utara |
| 3. Jawa Tengah | 15. Kalimantan Timur | 27. Nusa Tenggara Timur |
| 4. DKI Jakarta | 16. Nusa Tenggara Barat | 28. Papua |
| 5. Banten | 17. Bengkulu | 29. Papua Tengah |
| 6. Sumatra Utara | 18. Kepulauan Riau | 30. Sulawesi Barat |
| 7. Daerah Istimewa Yogyakarta | 19. Sulawesi Utara | 31. Sulawesi Tengah |
| 8. Sulawesi Selatan | 20. Jambi | 32. Sulawesi Tenggara |
| 9. Sumatra Barat | 21. Kalimantan Barat | 33. Papua Barat |
| 10. Lampung | 22. Kalimantan Tengah | 34. Papua Barat Daya (Provinsi terbaru, pemekaran dari Papua Barat) |
| 11. Sumatra Selatan | 23. Kepulauan Bangka Belitung | 35. Papua Selatan |
| 12. Bali | 24. Maluku | 36. Papua Pegunungan |
| | | 37. Gorontalo |
| | | 38. Kalimantan Selatan |

Participant's Numbers

Registrants

13,802

Women from **38**
provinces

Bootcamp

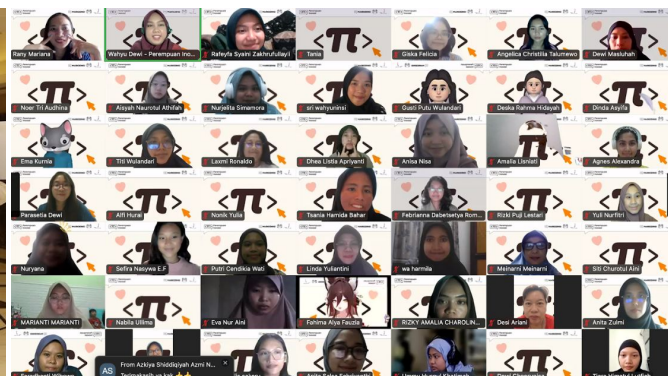
40 women

Final Round

21 Women,
6 Groups,
6 Solution Ideas
Generated

Out of 13,802 applicants, 2,374 participants were selected to join the bootcamp. Among them, 1,143 participants enrolled in the Full Stack Web Development track, while 1,231 participants chose the UI/UX Design track.

Furthermore, 40 participants were selected to receive advanced bootcamp scholarships, and only 21 participants (6 teams) advanced to the Final Round, where they presented their solution ideas during Demo Day.

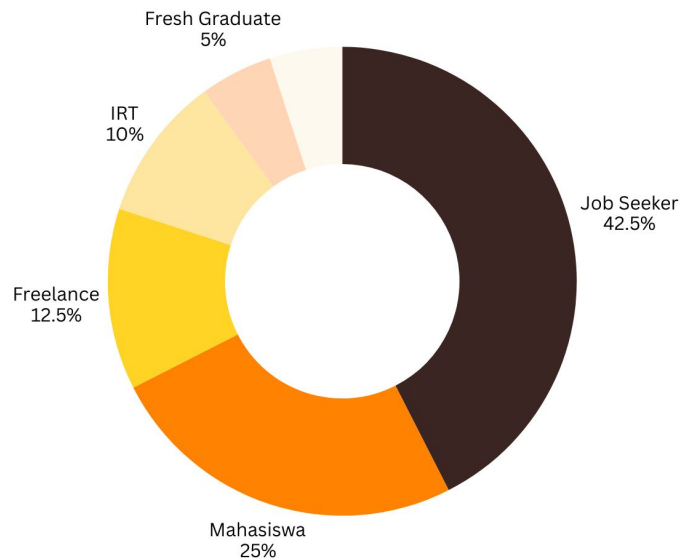


	Full-stack Web Development	UI/UX Design
Evaluation of Course Titles	The majority of evaluations for course titles were positive (73%). The most common sentiment expressed by participants was that the materials were easy to understand (29%).	Nearly all participants (95%) provided positive evaluations of the course titles. The most common sentiment was also that the materials were easy to understand (29%).
Most Preferred Program Aspects	Highly beneficial learning materials (30%) and strong mentor support (30%).	Highly beneficial learning materials (30%) and strong mentor support (30%).

Socioeconomic Background

From a socioeconomic perspective, participants of the Perempuan Inovasi Bootcamp 2025 come from diverse backgrounds, with the majority belonging to the productive age group who are currently in a transition phase between education and career. Most participants are senior high school/vocational school graduates and fresh graduates, with limited employment opportunities or currently unemployed.

The program also reaches women from economically vulnerable backgrounds and non-urban areas, who face limited access to formal technology training. This further reinforces the relevance of Perempuan Inovasi as a program that not only enhances technical capacity but also expands access and creates more inclusive opportunities for women in the technology sector.



Current Activity	Total	Percentage (%)
Job Seeker	17	42.5%
Mahasiswa (University Student)	10	25%
Freelance	5	12.5%
IRT (House Wives)	4	10%
Fresh Graduate	2	5%
Student	2	5%

The majority of Perempuan Inovasi Bootcamp 2025 participants consist of job seekers (42.5%) and students (25%), followed by freelancers, homemakers, and fresh graduates. This composition indicates that most participants are in a career transition phase and require access to skills development and employment opportunities in the digital field.

With this background, the bootcamp serves as a bridge to improve participants' job readiness, build self-confidence, and open pathways toward digital technology careers that were previously difficult to access.

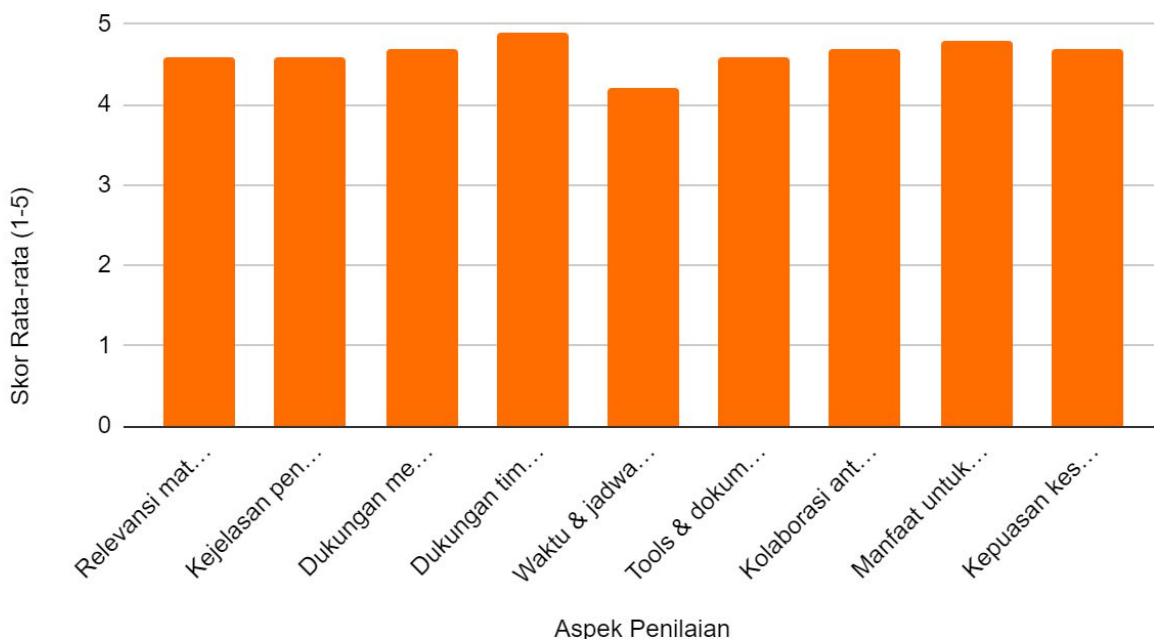
Program Satisfaction

The evaluation results indicate a high level of participant satisfaction with the implementation of the Perempuan Inovasi Bootcamp 2025, particularly in terms of learning quality, mentorship support, and its impact on participants' skills development and self-confidence.

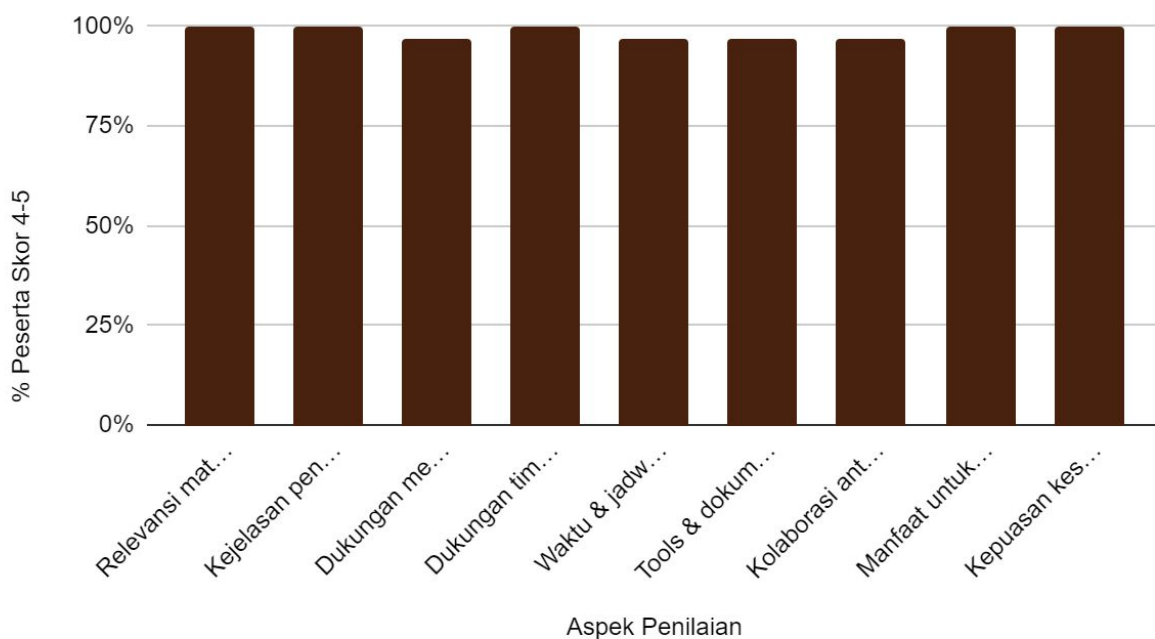
The majority of participants provided positive ratings (scores of 4–5) across key aspects, including material relevance, clarity of instruction, and the support provided by mentors and the Perempuan Inovasi team. Collaboration among participants was also perceived as a valuable learning experience that effectively supported the overall learning process.

Aspek Penilaian	Average Score (1-5)	% Participants Score 4-5
Relevance of materials and activities	4.6	100%
Clarity of instruction delivery	4.6	100%
Mentor Support	4.7	96,7%
Support from the Perempuan Inovasi team	4.9	100%
Bootcamp timing & schedule	4.2	96,75%
Supporting tools and documentation	4.6	96,7%
Participant collaboration	4.7	96,7%
Benefits for career development and projects	4.8	100%
Overall Satisfaction	4.7	100%

Skor Rata-rata (1-5) vs. Aspek Penilaian



% Peserta Skor 4-5 vs. Aspek Penilaian



Learning Experience & Satisfaction

4.7 / 5

Overall participant satisfaction

95%

Participants gave scores of 4–5 for the relevance of the learning materials.

94%

Participants felt that instructors delivered the materials clearly and in an easy-to-understand way.

96%

Participants rated mentors as providing support that helped the learning process.

93%

Participants felt that the bootcamp activities were beneficial for their careers or personal projects.

Program Delivery & Support

92%

Participants were satisfied with the technical support & coordination from the Perempuan Inovasi team

90%

Participants considered the timing & schedule of the activities to be proportional and well-organized.

91%

Participants felt that the tools and supporting documents were easy to access.

94%

Participants experienced collaboration with fellow participants as a valuable learning experience.

Self-Confidence to be Accepted for Employment in the Field of Study

Participation in the Perempuan Inovasi 2025 Program has contributed significantly to increasing participants' confidence in exploring and entering the digital workforce. Based on the post-program evaluation results, most participants reported feeling more confident in their technical abilities and more prepared to apply for jobs, internships, or develop personal projects aligned with their chosen learning tracks.

This increase in confidence was supported by a practice-based learning approach, intensive mentoring from tech leads and mentors, and opportunities to work on collaborative projects. Through this process, participants not only gained technical skills but also valuable learning experiences that strengthened their self-confidence and readiness to pursue careers in the technology sector.



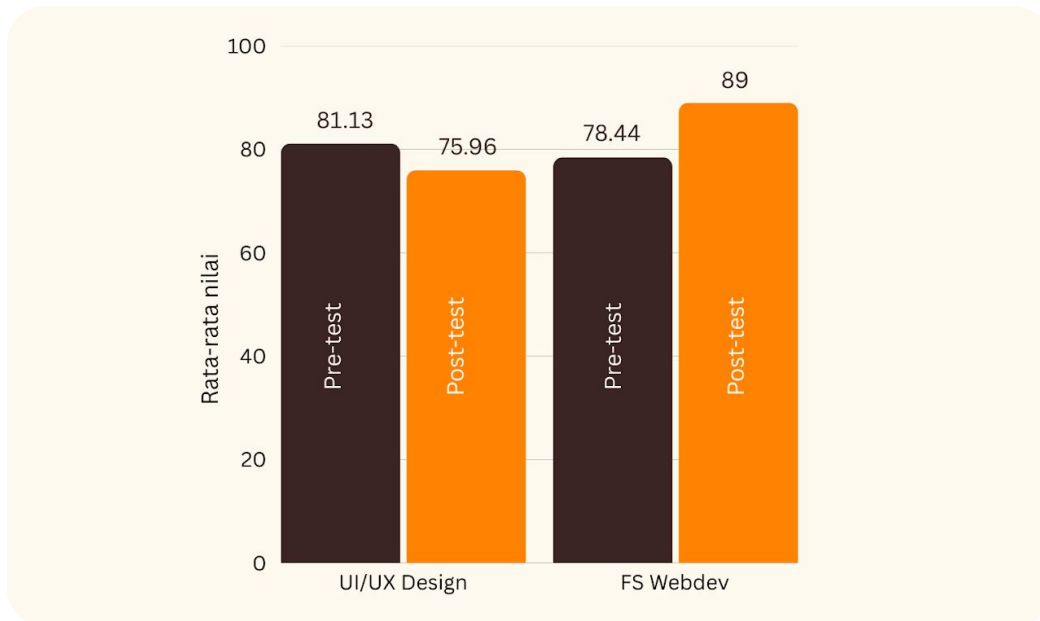
As shared by Nurmila Fauziyah

a UI/UX Design track participant who is currently a UI/UX Design intern at PT Jelajah Data Semesta.

"Through the Perempuan Inovasi 2025 Program, I not only learned the fundamentals of UI/UX Design, but also gained the confidence to pursue this field professionally. The mentorship I received helped me understand how to design digital solutions that truly start from users' needs, while also validating my interest and capabilities in UI/UX Design."

The experience of working on group projects and presenting them at Demo Day made me more confident in showcasing my skills. This preparation was extremely helpful during the selection process and ultimately enabled me to secure an internship opportunity at a digital company. This program became a safe and supportive space for me to grow, take bold steps, and begin my career in a field I am passionate about."

Hard Skills Enhancement



Learning Impact: Hard Skills Development

Full Stack Web Development

Pre-test: 78,44
Post-test: 89

Participants in the Full Stack Web Development track demonstrated a **significant increase** in their average post-test scores. This improvement reflects the effectiveness of a practice-based learning approach in strengthening participants' technical understanding, particularly in mastering web development concepts and applying programming logic. This progress serves as an indicator of participants' readiness to enter the technology workforce with greater competence.

UI/UX Design

Pre-test: 81,13
Post-test: 85

In the UI/UX Design track, the average post-test scores were recorded as lower than the pre-test scores. This finding was influenced by the more advanced nature of the post-test materials, which required participants to apply critical thinking, problem framing, and a user-centered design approach. The decrease in scores does not indicate a decline in participants' capacity; rather, it reflects a shift in mindset from initial conceptual understanding toward a more mature and reflective design analysis process.



Beyond Our Beneficiaries

Sebagai Perencana



Our Mentors

Perempuan Inovasi is committed to delivering an inclusive learning experience that is accessible to beginners while equipping participants with relevant skills to remain competitive in the job market. This effort is supported by mentors with competencies and experience aligned with participants' needs, particularly scholarship recipients from vulnerable backgrounds. The presence of predominantly female mentors also serves as positive role models, providing inspiration and motivation for participants.

Markoding mentors are recruited through two mechanisms: open recruitment via public announcements and referrals through the Warga Mentor community. The selection process is based on key criteria such as proficiency in programming languages and practical experience in the technology field, including data science and machine learning. Beyond technical competence, personal attributes are also considered, particularly candidates' understanding of the mentor's role and responsibilities within the learning process.

To promote diversity and enhance the accessibility of learning materials, Markoding engages both internal and part-time mentors. By involving mentors who are actively working in their respective fields, the content and insights delivered remain relevant to the latest industry developments. Markoding and its mentors uphold strong ethical principles in all interactions with scholarship recipients.

A clear code of ethics, accompanied by well-defined procedures and firm sanctions, is communicated to prevent violations, including sexual harassment, bullying, and other forms of inappropriate behavior. As part of its commitment to transparency and accountability, Markoding also provides an anonymous reporting mechanism to ensure that any incidents can be addressed safely and in a timely manner.

Meet the Mentors Behind the Journey

Instructor & Mentor Bootcamp Perempuan Inovasi 2025



Arsike Pelangi
Mentor Prodev
Perempuan Inovasi
2025



Auzan Assidqi
Instruktur Web
Development
Perempuan Inovasi
2025



Dendy A Nirwana
Instruktur UI/UX Design
Perempuan Inovasi
2025



Dyah Noocholisa
Mentor Full Stack
Web Development
Perempuan Inovasi
2025



Siti Noraika
Mentor UI/UX Design
Perempuan Inovasi
2025



Doltons Edward Nicholas P.
Full-stack Web & App Dev

Mentor Basic Course Full Stack Web Development

Doltons Edward Nicholas P. is an experienced technology practitioner with expertise as a full-stack engineer, front-end developer, and mobile application developer. He has served as a mentor at Skilvul for over four years. In the Perempuan Inovasi 2025 Program, he contributed as a mentor during the Basic Course Full Stack Web Development phase, delivering four live learning sessions to equip beginner participants with web development fundamentals aligned with industry needs.

Mentor Basic Course UI/UX Design

Dendy Adi Nirwana is a UI/UX designer with over eight years of experience as a freelancer and currently serves as a Technical Lead at Skilvul. He has also been a UI/UX Design mentor for three years. In the Perempuan Inovasi 2025 Program, he contributed as a mentor during the Basic Course UI/UX Design phase, teaching participants structured and practical UI/UX Design fundamentals.



Dendy Adi Nirwana.
UI/UX Designer



Auzan Assidqi,
Full-Stack Web Developer
& Coding Instructor

Tech Lead Bootcamp Full Stack Web Development

Auzan Assidqi is a full-stack web developer with over five years of experience and a coding instructor who has taught more than 500 participants in web development. In the Perempuan Inovasi 2025 Program, he served as the Tech Lead during the Full Stack Web Development Bootcamp phase, providing not only technical instruction but also actively engaging in discussions with each participant team and offering feedback on project idea development and solution implementation.



**Dyah Noorcholisa,
Software Engineer**

Mentor Bootcamp Full Stack Web Development

Dyah Noorcholisa is a software engineer with experience as an education mentor for one year. In the Perempuan Inovasi 2025 Program, she contributed as a mentor who regularly supported participants through weekly mentoring sessions, helping guide idea development and ensuring participants were able to implement their project solutions effectively.

Tech Lead Bootcamp UI/UX Design

Dendy Adi Nirwana is a UI/UX designer with over eight years of experience as a freelancer and has served as a Technical Lead at Skilvul as well as a UI/UX Design mentor for three years. In the Perempuan Inovasi 2025 Program, he contributed as a mentor during the UI/UX Design Bootcamp phase, delivering in-depth and hands-on learning sessions that equipped participants with structured and practical skills to become professional UI/UX Designers.



**Dendy Adi Nirwana.
UI/UX Designer**



**Siti Noraika,
Product Designer & UI/UX
researcher**

Mentor Bootcamp UI/UX Design

Siti Noraika is a product designer and UI/UX researcher with experience as a design specialist and has served as a UI/UX Design mentor across various programs for approximately two years. In the Perempuan Inovasi 2025 Program, she contributed as a mentor who consistently accompanied participants through weekly mentoring sessions, supporting the development of ideas and design solutions to ensure effective implementation.

Perempuan Inovasi Community

To achieve gender equality in the STEM field, scholarships alone are not sufficient. Many women still doubt their own abilities to pursue careers in this sector. Therefore, we build a supportive community as a space for mentorship, sharing, and empowerment through social media and various women-led activities. These efforts aim to empower women to develop greater self-confidence, explore their potential, and gain a deeper understanding of the STEM ecosystem.

What We Do



Serve as an entry point for women and girls to become familiar with the world of technology through educational content on social media.



Connect participants with women mentors in STEM through online webinars, allowing them to learn about career journeys while fostering a supportive community to achieve shared goals.



Provide deeper insights into the technology industry through company visits, mentoring programs, and networking opportunities within the community.



Organize offline (on-site) community gatherings as safe spaces for sharing experiences, mutual support, and building solidarity.

Telegram Support Group

This group serves as the main communication platform for the entire community, providing information on women in STEM, job opportunities, learning resources, and more.

Social Media

Used as an educational and digital campaign platform to raise awareness about women in technology, share program activities, and expand the reach of the community.

**30.000++ Members
on Telegram**

**57,500+ Followers
on Social Media**

Event Perempuan Inovasi 2025

Perempuan Inovasi supports the community in gaining knowledge about the technology industry and gender equality through the following initiatives:

PI Community Visits to the Industrial World



Alibaba Cloud
Januari 2025



Wardah
Colourverse
Februari 2025



Indonesia Cyber
Crime Combat
Center Maret 2025



IBM Office Visit
Juli 2025

Offline Meet-up : WFC Bareng Perempuan Inovasi



Through #OfflineMeetUp: Work from Book Space with the theme “Navigating Burnout & Overwhelm from Notifications, Deadlines, and a Crowded Mind,” we provide a safe space for women to pause, be fully present, and recharge over the weekend. This activity also encourages meaningful networking among women interested in technology, STEM, and women’s issues.

These sessions facilitate open sharing of experiences and strengthen women’s self-confidence across diverse backgrounds in navigating career and personal life challenges, supported by a strong and empowering community.

Lokakarya Perempuan Inovasi

To learn specific skills/topics such as Data Science, UI/UX, Product Management, Web Development, and others."



Dialog Perempuan Inovasi

Collaborate with communities to discuss gender-related issues such as equality and mental health, with the aim of increasing awareness and empathy toward existing challenges.



Ruang Perempuan Inovasi

Ruang Perempuan Inovasi is a personal development session for participants, covering themes such as idea mapping, work-life balance, and self-appreciation.



Klub Literasi Perempuan Inovasi

This club provides a space to cultivate a love for literacy through books, films, and other creative mediums.



Testimonials

What Do They Say About Perempuan Inovasi?



Laxmi Rani Rebekah Ronaldo
UI/UX Design Bootcamp Track Participant

“After joining this bootcamp, I feel that my skills and self-confidence have improved significantly, and I am more prepared to step into my professional career as a UI/UX Designer. For those who are considering joining the next batch, don’t hesitate, this is a great opportunity to develop both soft skills and hard skills.”



Sefira Nasywa Eka Fadhila
UI/UX Design Bootcamp Track Participant

“I’m truly grateful to be part of the Perempuan Inovasi Bootcamp. I genuinely felt the sense of togetherness among fellow participants and the warmth from the PI team. **This bootcamp had a huge impact on me,** from shaping new aspects of my personality to discovering hobbies I had never tried before. Every new experience here became an important part of my growth and career development journey.”



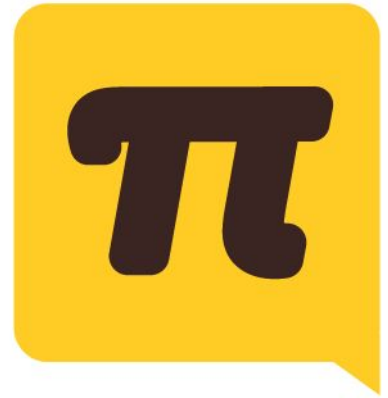
Nadia Dini Nur Azizah
Full Stack Web Development Bootcamp Track Participant

“After joining the Perempuan Inovasi bootcamp, I feel much more confident, especially in coding, and more certain that my career path can lead to the technology field—even though I come from a non-IT background. For those who are still hesitant about joining, don’t be afraid. Here, we truly learn from zero together and are guided by very supportive mentors and instructors.”



Zulfatun Nikmah
Full Stack Web Development Bootcamp Track Participant

“I really liked the tech leads and mentors because they explain things patiently and use easy-to-understand language. **There are also lots of hands-on practices, which makes it very effective for training programming logic more quickly.** This bootcamp became my gateway to switching careers into the STEM field.”



Moving Forward



Key Learnings

Throughout our journey, we have gained valuable insights that guide us in identifying areas for improvement.

Better Targeting Underserved Communities

Our scholarship program provides financial assistance to women from vulnerable groups through a structured selection process. However, after reviewing the program's implementation, we realized that although the program has reached participants from various regions across Indonesia, including Eastern Indonesia, the distribution of beneficiaries is still uneven and remains largely concentrated in Western Indonesia.

We believe that women's access to education and technology is a cross-regional issue influenced by Indonesia's diverse geographical context. This reflection encourages us to continuously evaluate and refine our selection process and outreach strategies as a forward-looking step to ensure more fair and equitable opportunities for women across different regions in the implementation of our future programs.

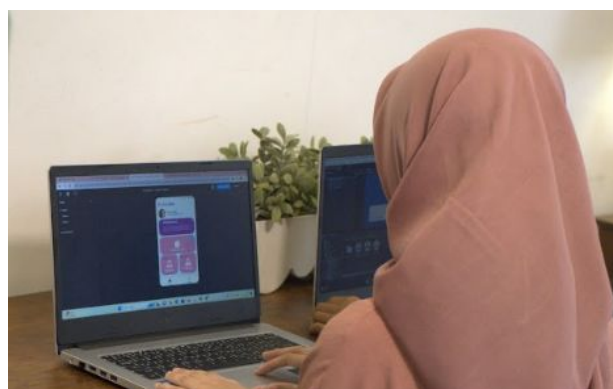
Based on our beneficiary data, we found that some female beneficiaries are housewives. Through programming skills, they aspire to obtain remote work positions.

In line with our goal of achieving economic and gender empowerment, we must be able to increase the participation of women of working age, especially those working as housewives.

Socioeconomic Challenges for Working Students

Socioeconomic backgrounds often present challenges that significantly affect students' participation in our classes. We frequently observe participants withdrawing from the program in order to pursue immediate income opportunities. Despite enrolling in job-ready bootcamps, many participants are compelled to prioritize financial support for their families to meet basic living needs.

In addition, cultural norms and expectations strongly influence participation levels. In some regions, students tend to prioritize attending social or family events—out of concern for potential social consequences—over attending classes. Therefore, understanding cultural contexts is essential when evaluating program implementation in specific regions.



Infrastructure Limitations

Despite our coordinated efforts to deliver all classes online to broaden our reach across Indonesia, infrastructure limitations persist due to unstable internet connectivity and limited access to essential devices such as laptops or smartphones. Addressing these challenges remains an ongoing process as we continue striving to ensure equitable access for learners in all regions of Indonesia.

Future Initiative and Targets

Moving forward, we have established targeted initiatives to address the challenges we have encountered, with the aim of strengthening our impact and reaching wider communities in the years to come.

Reaffirming Our Long-Term Commitment to Women and Low-Income Communities as Our Primary Impact Targets

We have defined several flagship initiatives to reaffirm our commitment to expanding access for women within our programs. We actively encourage engagement with impact-driven organizations to support the implementation of these initiatives. To extend our reach and amplify our impact, we have allocated a dedicated team to pursue targeted fundraising efforts in support of women-focused programs.

Beyond gender inclusivity, our commitment also extends to supporting low-income communities by empowering them with improved skills and greater opportunities for growth.

Narrowing Capability Gaps Across Regions and Reaching New Demographics

While our programs have predominantly focused on Java Island, we aim to expand beyond this region and improve accessibility across Indonesia. In the coming years, we will place a stronger emphasis on Eastern Indonesia, as our data indicates that only 8% of participants currently come from regions outside the Western Indonesia Time Zone (WIB).

We recognize the unique challenges posed by factors such as limited infrastructure, social and cultural barriers, and varying levels of class commitment, all of which may affect participants' capacity development in these regions. To address these challenges effectively, we acknowledge the critical role of local stakeholders and organizations with contextual expertise. Collaboration with these partners will be essential to our strategy for expanding and scaling impact in these areas.

In addition, we aspire to engage teachers and small business owners, particularly women, as potential future target demographics. Participant feedback indicates strong interest from these groups, although we have not yet developed tailored programs to meet their specific needs.

Ensuring Access to More Sustainable Funding Sources

We are currently building relationships with various sustainable funding sources to further support the Perempuan Inovasi program. For future initiatives, we plan to engage international development organizations and other entities to secure long-term funding. Engaging with development organizations not only ensures financial sustainability but also strengthens program credibility and long-term impact.

Strengthening Relationships with Government Stakeholders

Government institutions play a critical role as key stakeholders in policy formulation, particularly in the education sector. We plan to deepen engagement with government bodies to support policy advocacy efforts that, in turn, will strengthen women's participation and inclusion in STEM education.



One Million Digital Talents for Indonesia



markoding.org/perempuan-inovasi



@markoding @perempuaninovasi



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