

GROWING ENTREPRENEURSHIP MOTIVATION THROUGH SOCIAL MEDIA OPTIMIZATION DURING THE COVID-19 PANDEMIC ON KARANG TARUNA BASKORO WIDORO BANTUL

Muhammad Hengki Setiawan¹, Ratri Wisnu Pertiwi², Lusia Tria Hatmanti Hutami³, Suddin Lada⁴, Ignatius Soni Kurniawan⁵, Ratih Kusumawardani⁶, Mohammad Ahyar Syafwan Lysander⁷, Nala Tri Kusuma⁸

¹²³⁵⁶⁷⁸Management Study Program, Faculty of Economic, Universitas Sarjanawiyata Tamansiswa

⁴Faculty of Business, Economics & Accountancy, Universiti Malaysia Sabah, Malaysia

E-mail: nala.kusuma@ustjogja.ac.id

ABSTRACT

This community service aims to provide entrepreneurial motivation for young people with social media as a digital marketing strategy to run a business during the Covid-19 pandemic. The problem experienced by Karang Taruna Baskoro is the lack of entrepreneurial motivation during the Covid-19 pandemic, besides that the lack of knowledge in starting a business and marketing products with a wider market share. To solve this problem, the team provides an understanding of the importance of entrepreneurship motivation and provides marketing strategies through social media, the team also provides product design training so that the products already owned by youth members can be innovated to become even better products. The method used is Participatory Rural Appraisal (PRA) which allows Karang Taruna to actively participate in activities from problem identification to the end of the activity. The results of the mentoring show that the participant has entrepreneurial motivation, knowledge, understanding and insight about the importance of product design and the importance of using social media as a marketing strategy. The result of this activity is that Karang Taruna is motivated to do business during the current pandemic and is also able to make quality product design innovations so that they can compete in the market.

Keywords: *entrepreneurial motivation, product design, social media*

1. INTRODUCTION

The Covid-19 pandemic has had an impact on all business sectors, including Micro, Small and Medium Enterprises (MSMEs), when the pandemic hit there were some MSMEs who had to stop running their businesses. However, it should be understood that life must go on, with all the limitations it has in the end there are many individuals who turn to entrepreneurship by doing online business in order to support the family economy.

Entrepreneurship is one of the supporting factors that determine the economic progress of a region, because in the field of entrepreneurship itself has the freedom to work and be independent to improve the economy of individuals and groups. Someone who has the desire and willingness and is ready to become an entrepreneur, means that someone is able to create their own jobs, and does not need to rely on other people or other companies to get another job, even later they can open job vacancies for other people, especially in Panggunharjo village.

Sustainable entrepreneurship is a person's choice of activity because he feels comfortable, happy and has the desire to be an entrepreneur and dares to take bigger risks to achieve greater success.

Entrepreneurship does not grow instantly, but requires stages and processes. The growth of interest in entrepreneurship in a sustainable manner is influenced by two factors, namely internal and external factors. Internal factors, originating from within the entrepreneur, can be in the form of personal traits or individual personalities that provide strength for entrepreneurship, such as personality, knowledge and skills. While external factors come from outside the entrepreneur, which can be elements from the surrounding environment such as the influence of the family environment.

Observing the obstacles experienced by partners, the community service team (abdimas) conducted counseling on entrepreneurial motivation that could provide new knowledge and insights for partners to continue to be motivated and innovate to move from the traditional way to the digital era. The object of counseling from the community service team was given to target 24 members of the Karang Taruna Baskoro, Widoro Hamlet, Bangunharjo Village, Kapanewon Sewon, Bantul Regency, Special Region of Yogyakarta Province. Karang Taruna members who already have a business are motivated to run their business and members are technology literate and have social networking media, so it is hoped that social media can be used to support the economic efforts of the hamlet residents. Counseling is also expected to provide insight into marketing strategies in the form of positioning and innovation as a competitive advantage.

2. METHOD

This activity uses the Participatory Rural Appraisal (PRA) method. Participatory Rural Appraisal (PRA) or Participatory Understanding of Rural Conditions is an approach and method that allows the community to jointly analyze life problems in order to formulate real plans and policies (Rizal, Khadijah, & Anwar, 2020). The initial activity carried out by the Abdimas Team was to observe the Widoro Hamlet, Bangunharjo Village, Sewon, Bantul, to see what problems were experienced by partners. Through observation and discussion with the head of the hamlet and Karang Taruna representative, Azid Nilngulum, it was found the importance of understanding

marketing. There are problems that are owned by partners, namely the limited ability of human resources in introducing the products produced by the hamlet community to the wider community. As stated by Karang Taruna representatives that traditional culinary businesses such as jenang, kipo, cenil, lupis, sawut, grontol produced cannot be optimized for sales. Based on the discussion, the focus of the problem chosen to be solved lies in the lack of understanding of human resources, especially Karang Taruna Baskoro in introducing or marketing products. The solution offered by the abdimas team is an explanation and training of marketing strategies, especially digital marketing.

The form of service is in the form of online explanations and discussions and assistance to partners. The material provided is in the form of entrepreneurial motivation, roles, functions, goals, online promotion media, understanding account development, determining content, and optimizing promotions through social media such as Instagram, Twitter, YouTube and Facebook. The Abdimas team conducted online training through the media zoom meeting to facilitate discussions and consultations with Karang Taruna. The meeting was held online due to the implementation of Community Activity Restrictions (PPKM) to prevent the spread of the Delta Variant Covid-19 in August 2021.

3. RESULT AND DISCUSSION

Entrepreneurial motivation by utilizing social media

Entrepreneurial knowledge is a person's ability to produce something new through creative thinking and acting innovatively, so that it can create ideas or opportunities and can be put to good use (Hamsum, 2019). Innovation is a specific tool and instrument for entrepreneurship, so innovation and entrepreneurship are like two sides of a coin (Soriano & Huarng, 2013).

Knowledge is always evolving, so it requires the entrepreneur's response to see the opportunities that lie ahead. Knowledge is a recipe in an entrepreneurial activity, it continues to grow according to developments and becomes more complex from time to time. The complexity of knowledge in entrepreneurship requires coordination in an effort to be successfully implemented and meet the demands of innovation. The key to the success of the innovation recipe applied is that it can be profitably exploited for its business within its business limits (Carnahan, Agarwal, & Campbell, 2010). Knowledge of the market also has an important influence on entrepreneurship. Market knowledge is an important resource to increase awareness of the imbalance that may be experienced (Bojica & Fuentes, 2012). The indicators of entrepreneurial knowledge according to (Hamsum, 2019) are: Taking business risks, Analyzing business opportunities, Formulating Problem Solutions.

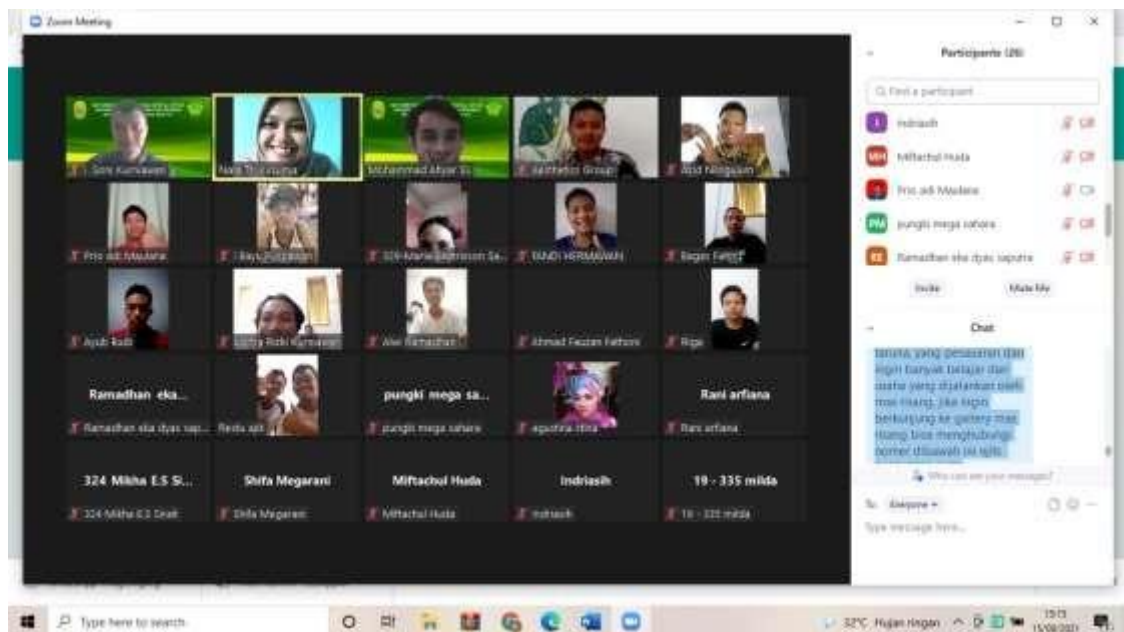
The platforms that are often used in digital marketing are social media or social networks (Purwana, Rahmi, & Aditya, 2017). Social networking is an easy media to use

as a marketing tool because of the established friendship network and relatively inexpensive for micro and small businesses. In addition to the low cost and no need for special skills in initial initiation, social media is considered capable of directly reaching potential consumers. Therefore, it is not surprising that business actors focus more on the use of social media than on the development of a site. The intensity of social media use in Indonesia in 2021 based on a survey conducted by GWI in the third quarter of 2020, shows that the most widely used social media platform by the Indonesian people as of February 2021 is YouTube (Dahono, 2021). In the second place was occupied by WhatsApp followed by Instagram in the third position, Instagram rose to the third rank by displacing Facebook to the fourth position; short video application TikTok and messaging Telegram showed the most rapid increase in 2020 (Dahono, 2021).

4. IMPLEMENTATION

Entrepreneurial Motivation at the Karang Taruna Baskoro is carried out in stages. The first stage is preparation. At this stage, the service team conducts internal coordination to determine the stages of the service process. Furthermore, the abdimas team coordinates with partners to determine the schedule of activities. In the initial coordination with partners, the main problems faced were also explored, from the various problems discussed, it was decided together that the main problem was an understanding of the lack of motivation in entrepreneurship.

The second stage is providing entrepreneurial motivation and education explaining the importance of using marketing through social media to introduce products to consumers or the general public (Figure 1). Entrepreneurial motivation is emphasized because there are obstacles, namely the Covid-19 pandemic which forces individuals to limit activities to physically gather and with Covid-19, the enthusiasm for entrepreneurship is lowered so that motivation in entrepreneurship is maintained. The goal is to raise self-awareness of the Karang Taruna Baskoro to be more enthusiastic in running their business and provide strategies so that the business being run can survive during the COVID-19 pandemic, in addition to the benefits of using social media for digital marketing. In digital marketing, all transaction activities are carried out online. As a consequence, it takes trust about the company, who manages it and how the quality of its products. The digital media described in the training include Instagram, Facebook, YouTube, Bukalapak, as well as 24-hour online food delivery applications, namely Go Food, Grab Food, and Shopee Food.



Sumber: Dokumentasi Tim Abdimas (2021).

Figure 1. Digital Marketing Counseling to Karang Taruna Baskoro

5. CONCLUSION

There are results from community service activities at the Karang Taruna Baskoro located in Widoro Hamlet, Bangunharjo, Sewon, Bantul. First, the more motivated in entrepreneurship, the insight and knowledge of Karang Taruna Baskoro members are opened about the importance of strategy in running or starting a business. Second, the high attractiveness and enthusiasm of the participants in participating in the activities. Third, the participants were motivated to optimize the marketing of MSME products in their hamlet with digital marketing.

6. RECOMENDATION

Based on the evaluation and monitoring carried out, the Community Service Team provides recommendations, namely similar activities that are carried out on an ongoing basis to increase the motivation, knowledge and understanding of Karang Taruna members and the community so that they continue to advance in carrying out their businesses so that they can develop even greater. in order to be able to use the internet as an online promotion media strategy and business development. Activities can be in the form of ongoing training for Karang Taruna members and the community, especially those who already have businesses so that they can have a direct economic impact. In addition, cooperation can also be held with agencies that support online marketing and businesses, such as Go Food, Grab Food, and Shopee Food.

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