

The Influence of Self-concept and the Utilization of Social Media toward the Interest of Entrepreneurship amongst Female Small and Medium Entrepreneurs in Medan Labuhan District

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Abstract: This research aims to analyse the influence of self-concept amongst women in utilizing the social media toward the interest of entrepreneurship amongst female small and medium entrepreneurs in Medan Labuhan district. This research is quantitative that involves 32 small and medium women entrepreneurs. The method of data analysis used multiple linear regression technique. The result of this research exposes that partially, the self-concept and the utilization of the social media significantly influence the interest of entrepreneurship amongst female small and medium entrepreneurs in Medan Labuhan district. Simultaneously, the self-concept significantly influences the interest of entrepreneurship amongst female small and medium entrepreneurs in Medan Labuhan district. Meanwhile the variable of utilizing the social media insignificantly influences the interest of entrepreneurship amongst female small and medium entrepreneurs.

1 BACKGROUND

Entrepreneurship plays a very important role in the growth of economy in a country. Entrepreneurship is one of the solutions to create new employment and reduce the unemployment number in the country. By doing entrepreneurship, the person can find new ideas and innovation, get more profits compare to work or hired by someone else, and eventually possess financial and time freedom. According to *Hisrich & Peters (2005)* entrepreneurship is the creation process of something different to produce value by devoting time, effort, money, physic, risk to produce recompense in the form of money and self-freedom and satisfaction. In managing one's entrepreneurship, an entrepreneur is obliged to comprehend entrepreneurship principles. These principles are important foundations for entrepreneurs to run the business smoothly.

Growing the entrepreneurship's interest is one of the alternative solutions to reduce unemployment. The entrepreneurship's interest is the initiative that needs to be understood from a process of the establishment of a business which usually takes long process (*Lee & Wong, 2004*). A person who possesses the interest of entrepreneurship has a better readiness in running the business compared to someone who starts the business without interest.

In order to grow the interest of entrepreneurship, the understanding about the self-concept is needed. By understanding the self-concept, someone can recognize his personality and potency, discover himself, ensure himself about the ability that can be developed in order to do self-employment and see the opportunities (*Setiawan in Rouf and Laily, 2012*). The self-concept for the entrepreneurs drives how an individual enables himself to think and create the interest, confidence, and ability. When an individual believes on his own ability, he will be motivated to take action which is triggered by the intention or motive and confidence. High confidence on self-ability is needed to increase the interest of entrepreneurship. In order to be a successful entrepreneur, self-confidence is needed to complete the task properly, set the future goal, and have the willingness to maintain the values and the goals of the business (*Sahabuddin, 2013*).

The interest of entrepreneurship can be predicted through self-concept that enables individuals to comprehend and accept the ability and physical deficiency as well as the ability and deficiency of the psychological to interact with the environment and society positively. Individual with positive self-concept will feel confident that the effort and hard work that he strives will bring him into future's success (*Ananta & Djalali, 2014*).

Besides self-concept, the utilizing of social media can also influence the interest of entrepreneurship. The vast development of Internet and social media contribute to the economy activities as well as business. Social media changes way of thinking, especially the small and medium entrepreneurs. Social media also assists the entrepreneurs in marketing their products widely without any cost. Nowadays, everyone can utilize social media to run the business and get the maximum profit with minimum capital. In the middle of the social media development, more business is released through the platform of social media such as facebook, instagram, whatsapp, youtube and path. This can be the business opportunity for the entrepreneurs to explore the potential of entrepreneurship through social media.

Based on the pre-survey conducted, the interest of female small and medium entrepreneurs in doing entrepreneurship is high in Medan Labuhan district. This can be seen through the entrepreneur activity even though in simple ways by producing snack such as cassava chips, cakes, cookies, traditional cakes and etc. this phenomenon shows that not all of female small and medium entrepreneurs understand about the self-concept and social media. This interests the researchers to comprehend more and to analyse the situation further. The objective of this research is to analyse the influence of self-concept and the utilization of social media toward the interest of entrepreneurship of female small and medium entrepreneurs in Medan Labuhan District.

2 DESCRIPTION OF THEORY

2.1 Self-concept

Self-concept for the entrepreneur directs how the individual is able to think about himself which refers to the intentions, beliefs and abilities possessed. The whole self-concept individual views of physical dimensions such as physical, moral, family, personal, and social (Partosindo in Anggraheni, 2006). According to Symonds in Ananta and Djalali (2014) the perception of the self does not arise directly at the time the individual is born, but gradually develops along with the emergence of the ability perspective. During the beginning of the life period, the development of self-concept is completely based on perceptions about yourself. As we get older, self-perceptions begin to be influenced by the values gained from interaction with other individuals. The link between self-concept and the peak of entrepreneurial achievement is when the individual

has beliefs about himself. Self-concept is a set of beliefs that individuals have about themselves.

Julianti (2005) defines self-concept as a concept of totality which is consistently composed of various self-awareness and relationship with others with various aspects of life as well as the value associated with the appreciation. Thus, it can be concluded that self-concept is a comprehensive view of oneself both on the physical aspects, social aspects, and psychological aspects based on his experience and interaction with others (Rouf and Laili, 2012). There are 3 reasons that can explain the important role of self-concept in determining behavior. (1) self-concept has a role in maintaining inner consistency, (2) attitudes and individual views of him greatly influences the individual in interpreting his experience, (3) self-concept determines individual expectations (Mc Candless, in Pudjijogyanti 1993).

There are 2 (two) types of self-concept that is (a) positive self-concept, eg confident to overcome problems, feel equal to others, receive praise without shame, realize that everyone has feeling, able to improve himself, (b) negative self-concept, eg not resistant to criticism, responsive to the test, being hypercritical, feeling unpopular, being pessimistic about competition (Rahmad, 2008). Factors affecting self-concept include: (1) factor of the perpetrators (parent, friend, community) (2) substantial factors, consisting of learning, association (studying relationships), and motivation (Alex, 2003).

2.2 Social Media

Kartajaya (2008) explains that social media is a combination of sociology and technology that transforms monologues (one to many) into dialogues (many to many) and information democracies that transform people from content readers into content publishers. Social media has become very popular because it gives people the opportunity to connect with the online world in the form of personal relationships, politics, and business activities.

Kaplan & Haenlin (2010) classifies social media into 6 types: (a) project collaboration, there are two sub categories in the social media type ie wikis & social bookmarking apps, (b) blogs are websites that convey expressions from authors, opinions or travel from authors, (c) community content, the main purpose of community content is to share media content among users such as youtube, slideshare, etc., (d) social networking sites are apps that enable users to connect by using private profiles includes all kinds of information including photos, videos, audio files and blogs, such as facebook, twitter, instagram, path,

(e) virtual gaming world, ie 3 dimensional links where users can interact by using private avatars.

2.3 Entrepreneurship Interest

Entrepreneurship Interest is the heart tendency within the subject to be interested in seeing and assessing the business opportunities by collecting the information resources needed to take appropriate action to make it happen (Winkel in Meredith, 2005). A person with an entrepreneurial interest will take the steps in entrepreneurship, namely: (1) expressing the desire to entrepreneurship, (2) having an idea on certain business field, and (3) seeking information about the business field of interest (Sarosa, 2004).

Wirasasmita in Suryana (2006) proposes several reasons to grow an entrepreneurial interest, namely (a) financial reasons, to earn a living, to be rich, to seek additional income and as a guarantee of financial stability, (b) social reasons, gain prestige or status to be famous and respected by many people, be a role model for others and to meet many people, (c) reasons of service, in order to open employment and help improve the economy of society, (d) reason of self-fulfillment, to become a superior, something to be desired, avoiding dependence on others, being more productive and using maximum personal potential.

According to Mudjiarto at all. (2006) most people are interested in opening up their own businesses for the following reasons: (a) having the opportunity to gain profit, (b) fulfilling personal interests and desires, (c) opening up the opportunity to become the boss for oneself, and (d) freedom in management.

Zimmerer (2008: 34) states that there are 8 factors to encourage the growth of entrepreneurial interest, namely (a) the opinion that the entrepreneur is a hero, (b) entrepreneurship education, (c) economic and demographic factors, (d) shift from industrial to industrial economy service economy, (e) technological progress, (f) free lifestyle, (g) e-commerce and the world wide web, (h) opening of international business opportunities.

Several studies have been conducted on variables affecting entrepreneurial interest. Roff and Laily (2012) found that self-concept significantly affects entrepreneurship interests. Al Faruq (2016) states that the use of social media has a significant effect on entrepreneurship interests. Based on previous literature and research review, the following conceptual framework is made:

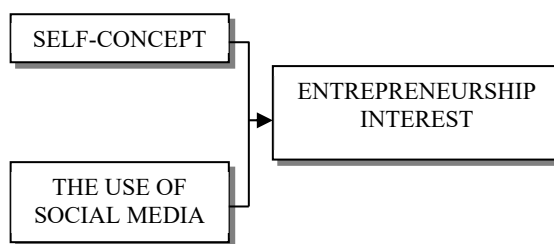


Figure 1: Conceptual Framework.

Based on previous literature review and research, the research hypothesis is made as follows:

H1: The self-concept has a positive and significant impact on entrepreneurial interest in female entrepreneurs of small and medium enterprises in Medan Labuhan District.

H2: Social Media has positive and significant impact on entrepreneurship interest in female entrepreneurs of small and medium enterprises in Medan Labuhan District.

3 RESEARCH METHODS

This research is conducted with associative research with quantitative approach. Associative research is a study that aims to determine the relationship between two or more variables, where the relationship between the variables will be analyzed by using the relevant statistical measure size of the data to test the hypothesis (Sugiyono, 2008). In this method, it will be observed the aspects that are closely related to the problems studied, so it will obtain primary data that support the preparation of this research report. The obtained data will be processed, analyzed so as to clarify the description of the objectives of the study so that it can draw conclusions. The population of this research is 32 female entrepreneurs of small and medium enterprises in Medan Labuhan Subdistrict. Sampling technique of the research is probability sampling with census method (saturated) where all population are used as sample of the research. Analysis model used in this research is multiple regression analysis with equation model as follows:

$$Y = a + b_1X_1 + b_2X_2 + e \tag{1}$$

Where:
 Y = Interest in Entrepreneurship
 X1 = Self-concept

X2 = the Use of Social Media

a = Constants

b1, b2, b3 = Regression coefficients

e = Error term.

To analyze and test the hypothesis, the researcher uses multiple regression analysis, because it has more than one independent variable. Multiple regressions are used to know the direction of relationship between independent variables and dependent variable. The tool used is SPSS program 22.00 version. Here is the result obtained from multiple regressions:

Table 1: Table R Square. Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,847 ^a	,717	,696	1,41887
a. Predictors: (Constant), UTILIZATION_ SOCIAL MEDIA_ SELF CONCEPT				

R = 0.847 means that, the relationship between self-concept and utilization of social media to interest in entrepreneurship is equal to 84,7%. R square is equal to 0,717 means that 71,7% from the interest in entrepreneurship variable can be explained by self-concept and the utilization of social media, while the rest of 28.3% can be explained by the other factors.

By looking at the residual value of R square which is big enough that is 28,3%, so actually there are many other factors that influence the interest in entrepreneur starting from internal factors such as family background, willingness, ability and knowledge. In addition, there are also external factors that can affect the interests in entrepreneurship such as subjective norms are individual beliefs to obey the directions or suggestions of people around to participate in entrepreneurial activity.

In table 2 above reveals that the value of F arithmetic is 34,227 with a significant level of 0.000. It shows that the influence of independent variables in self-concept and the utilization of social media simultaneously are significant to interest in entrepreneurship.

Table 2: Tabel Anova.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137,811	2	68,905	34,227	,000 ^b
	Residual	54,356	27	2,013		
	Total	192,167	29			
a. Dependent Variable: INTEREST IN ENTREPRENEURSHIP						
b. Predictors: (Constant), UTILIZATION_ SOCIAL MEDIA_ SELF CONCEPT						

Soure: Data Processed (2018)

Table 3: Coefficients.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,613	1,436		-,427	,673
SELF CONCEPTS	,970	,151	,738	6,442	,000
UTILIZATION OF SOCIAL MEDIA	,150	,086	,200	1,747	,092
a. Dependent Variable: INTEREST IN ENTREPRENEURSHIP					

Source: Data Processed (2018)

$$Y = -613 + 0,970 X_1 + 0,150 X_2 + e \quad (2)$$

- a. Self-concept variables have a positive and significant effect to interest in entrepreneurship. It is seen from the significance value of 0.000 < 0.01 means that if the self-concept variable increases by one unit then interest in entrepreneurship will increase by 0.970 units. The higher of the self-concept that an entrepreneur possesses for his ability to be entrepreneurship, has a firm belief in starting a business, and mental maturity will be the greater in the interest to become an entrepreneur. Entrepreneurs who have positive self-concept have great potential to succeed. The higher level of self-concept, it means that the higher level of

interest in entrepreneurship. Entrepreneurs who have high self-concept will be able to find his identity and be able to convince himself that he has the ability that can be developed, so confidence will appear that he can do the independent business without always relying on others and always keep optimistic (Furhman in Widodo, 2004).

This is in accordance with the results of Rouf's and Laily's (2012) research which found that self-concept significantly affects the interest of entrepreneurship. To be able to achieve success of entrepreneurship requires self-concept in doing his job. The individuals with positive self-concept will feel convinced and confident that the effort and hard work will bring success in the future (Ananta & Djalali, 2014).

- b. The variable utilization of Social media has positive and insignificant effect on entrepreneurship intention. It is seen from the significance value of $0.092 > 0.01$ means that if the variable utilization of social media increases by one unit then interest of entrepreneurship will also increase by 0.150 units. This insignificant variable shows the utilization of social media does not affect the interest of entrepreneurship. This is due to the perpetrators of UKM female have not been optimally utilizing the features available in social media accounts to promote goods/products to be sold. In addition, social media is used more for non-productive activities that are entertaining (entertainment), not to open new opportunities. In today's digital era, technological developments have made consumer behavior changed and at the same time it opens up new opportunities as well (Kartajaya, 2008).

4 CONCLUSIONS

Based on the result of this research, it can be concluded that: 1) Partially, self-concept and the utilization of social media use have significant effect to interest in entrepreneurship of female SMEs UKM in Medan Labuhan. 2) Simultaneously the self-concept has a significant effect on the interest in entrepreneurship of UKM in Medan Labuhan, while the variable utilization of social media has no significant effect on the interest in entrepreneurship of female UKM in Medan Labuhan.

Based on the conclusion of this research, it is suggested that: 1) Entrepreneur must be able to

develop positive self-concept in order to be successful in improving the attitude of self-acceptance, building self-confidence and honeing ability to do what is desired and establish relationship with others. 2) Entrepreneur must utilize social media optimally for entrepreneurship activities and able to open new opportunities. Entrepreneurs should be wise to use social media accounts not just for entertainment alone. Entrepreneurs need to change more productive behavior to promote goods/products to be sold.

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