

The Influence of Social Media and Social Environment on Entrepreneur Motivation in Medan During Pandemic Covid-19

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Abstract: The purpose of this research is to analyse: (1) The influence of social media on entrepreneur motivation in Medan during pandemic of Covid-19 (2) The influence of social environment on entrepreneur motivation in Medan during pandemic of Covid-19. The type of this research is qualitative approach is beneficial in exploring an area where little is known. The population of this research are young entrepreneurs in Medan who owned coffee shop. The result of research shows that entrepreneurs are motivated by social media and their social environment. Furthermore, entrepreneurs devised several social media to reach their audience and target market. The social environment helps young entrepreneurs to develop their business strategies to survive the competitions during the pandemic of Covid-19 in Medan.

1 INTRODUCTION

Indonesia is a develop country with a large population that can be found in China, India, and the US. The increasing population will also have impact on the number of employees in Indonesia. The more developed the country, the more educated people will be, and many more people will be unemployed because of the narrow employment opportunities. Development will be more successful if supported by entrepreneurs who can work with limited capabilities.

Unemployment is the term for people who do not work at all, are looking for work, or looking for decent work. To reduce unemployment, one of the most effective ways is to use the labour as new jobs through entrepreneurship. Nowadays, college graduates and undergraduates who are still unemployed and confused about what to do when graduating from college are more willing to become educated unemployed than entrepreneurship. Unemployment in developing countries has become serious issues and rise along with the pandemic covid-19 that happened specifically in Indonesia. Pandemic Covid-19 made people change their behaviour where they speed up the digitalization era. The main source of information for everyone nowadays is social media and their inner social environment. Therefore, the social media and social environment has a role to motivated people in many

things that we do in our daily life. March 2019, Pandemic covid-19 came to Indonesia which pushed every aspect of people life to be living in limited access to outside world, where people could not go outside, and the government announce a regulation to reduce outdoor activities and close all types of existing businesses and offices. This event caused a huge damage in Indonesia, not just the increase of unemployment but also economic downturn since the pandemic happened.

Due to limited activities that can be done for people, some people see an opportunity in their surroundings that helped them to turn restricted access into something useful and creative for themselves and others which creating a new enterprise and opportunities. Many of unemployment's tries things and become self-made entrepreneurs. Their condition helped them to develop their new skills while they stay at home waiting for the pandemic to become endemic.

Entrepreneurship is an ability and knowledge to be a strength in facing work or business difficulties to survive and achieve success. Moreover, if knowledge and experience in the field of entrepreneurship starts at a young age such as students. Entrepreneurial competence is the ability of a person to create a new business, previously that person has thought about the bad risks and uncertain things in obtaining profits and development with a good understanding by mixing

and matching the skills needed to take advantage of opportunities.

Entrepreneurial competence is also someone's knowledge in doing business in their field or someone who has the skills and then applied in the habit of thinking and acting in business. The competence of a person will increase and continue to be of good value if the person is willing to retrain that potential and always considers it in the training of human resources. How entrepreneurs behave during pandemic of covid-19 has made a difference in how events have been handled in recessions. The creative and innovative behaviours of entrepreneurs lead them to use social media to develop their business and engage with their customers.

Social Media (SM) has grown by leaps and bounds in recent years. Its use has made easier for entrepreneurs to advertise and sell their products especially during pandemic of Covid-19. The influence of SM and digital tools has been overlooked in research to date regarding its possible influence on entrepreneur motivation to promote their business. SM can serve as an avenue where they can effectively market their products and reach out to their potential clients, therefore encouraging business creation and supporting business survival and growth.

SM playing a massive role in influencing the marketing landscape by enabling transition away from traditional media to focus on digital marketing. Opportunities for businesses growth have risen exponentially as SM takes the important role in taking off a business. SM marketing can improve the visibility of the business and build an engagement with customer by provide interaction and attention as the most relevant components (Gomez et al., 2019). Increase in visibility has been a primary reason for social media use by entrepreneurs which leads to attracting new customers and an increase in sales if they can linkage the social environment into their platform.

For some reason, entrepreneur's motivational state of mind plays a central role in his/her organisational success (Amabile, 1997; Shane, Locke, & Collins, 2003) and context may influence that motivational state. How entrepreneurs feel about their entrepreneurial activities is highly important in connecting an entrepreneur's creativity to innovative organisational outcomes (Cardon et al., 2009). Nevertheless, while entrepreneurs' attitudes, feelings and emotions have received considerable attentions, it is still unclear how such motivational factors are formed and sustained (e.g., Baum & Locke, 2004; Foo, Uy, & Baron, 2009; Segal et al., 2005) and how other individuals may provide a context for

entrepreneurs' motivations (Carsrud & Brännback, 2011). Entrepreneurs can be seen as persons who need a continuous state of motivation with respect to their work because they need to update a business network every day and get attention from new ones (potential clients/consumers) (Forbes, 2019).

Social environment in entrepreneurial activity is linkage of an individual with society in perspectives such as resources, friendship, family, norms, beliefs, culture, economic, political, etc. because social environment is an extension of social capital, and it has been defined with characteristics of relations of trust, common rules, norms, sanctions, reciprocity, exchange, connectedness, networks and groups (Pretty, & Ward, 2001). Social environment relates to the people, planet, and profit (Thompson, & Kiefer, 2011). Entrepreneurship is a reason of the social change, and it is influenced by changes at the societal level (Welter, 2011). Relationship of entrepreneurship and environment has been seen as a more viable approach, the further environment has been considered more important in understanding about the formation of new organizations (Mazzarol et al., 1999). And the socio-political environment is too much influential because it can create or destroy entrepreneurship in the country (Luthans et al., 2000).

Based on the explanation above, entrepreneurial motivation is the key predictor for an individual's participation in the entrepreneurial process. An entrepreneurship phenomenon is impossible without the willingness of people to play the game (p. 258, Shane et al. 2003). Furthermore, Shane and his co-authors argued that understanding the development of human motivation (i.e., entrepreneurial motivation) is key to explaining who pursues entrepreneurial opportunities.

Individuals lacking entrepreneurial motivation are unlikely to engage in entrepreneurial behaviours or actions required for their transformation into entrepreneurs (Miller et al. 2012). Therefore, in this article the author wants to analyse (1) The influence of social media on entrepreneur motivation in Medan during pandemic of Covid-19 (2) The influence of social environment on entrepreneur motivation in Medan during pandemic of Covid-19.

2 LITERATURE REVIEW

Entrepreneurs are performing entrepreneurial activities in an environment of uncertainty, by recognizing that this process occurs in a social environment in which an entrepreneur can reduce uncertainty, and it increases entrepreneurial success

(Autio et al., 2014). Therefore, choice is an antecedent of entrepreneurial motivation as a response to a decision to create new values for business growth. According to Shane et al., (2003) & Erdelyi (2010), entrepreneurial activity can only take place when they have entrepreneurs who identify, rate, avail the opportunities and make decisions related to them.

The motivation of entrepreneurs are not always clear and precise, sometimes been called into questions. Willingness to accept change is something that be owned by an entrepreneurs, especially during pandemic of covid-19. Looze & Desai (2020) found that business owners saw the effects of pandemic on their business as negative and reaching customers without having SM as a challenge to face. During the pandemic of covid-19, SM openness and connectivity overcomes the inability or difficulty entrepreneurs experience in identifying and reaching out the environment (Kuhn et al., 2016; Nylander & Rudstrom, 2011). SM has allowed entrepreneurs to connect and establish relationship based on similar interest which allow for partnerships that drives co-creation and innovation (Bhimani et al., 2018). Usage of SM has been shown to improve their firm performance which is essential to entrepreneur's business.

Entrepreneurs use SM for various purposes and the use of SM gone beyond maintenance of personal connections for entrepreneurs. SM allow for networking and interaction with a wider environment from a different geographical location (Wang et al., 2016). Nowadays, social and interactive feature being an inherent part of modern day customer. The emergence of SM has changed the communication paradigm including customers' pattern of media usage. Customers traditionally played a passive role as product recipients, but today they actively involved in the communications process as active seekers of branded content. Research has also indicated the importance of generating customer engagement via the SM (Habibi et al., 2014; Hollebeek et al., 2014).

Social environment in entrepreneurial activity is linkage of an individual with society in perspectives such as resources, friendship, family, economic, political, historical, etc. Because social environment is an extension of social capital, and it has been defined with characteristics of relations of trust, common rules, norms, sanctions, reciprocity, exchange, connectedness, networks and groups (Pretty, & Ward, 2001). Similar to the importance of SM, social environment also has an important role that motivates an entrepreneur. Entrepreneurial motivation is the key predictor for an individual's

participation in the entrepreneurial process (Carsrud & Brännback, 2011).

3 METHODS

The research method for this study is qualitative. Qualitative Research is research that departs from the perspective of the focus of research referring to the quality of meaning (Maleong, 2014). In this research, researchers used deep interview with five coffeeshop owners in Medan to gain their experience and their perspectives about the influence of social media and social environment during this pandemic Covid-19 event.

These data will be analysed in a predetermined theoretical framework to prove that the hypothesis is accurate and finally able to answer the research question. The collected data was analysed using descriptive analysis to better describe. To systematize the data collected, this analysis is carried out through stages, namely: data reduction, data exposure, description, and verification as well as drawing conclusions.

The goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to gather data (Gall et al., 2007).

4 RESULT AND DISCUSSION

4.1 The Influence of Social Media on Entrepreneur Motivation in Medan during Pandemic Covid-19

Pandemic of covid-19 is not only a public health concern but also an economic crisis. The pandemic has many impacts in many ways of people lives. This makes it hard to anticipate and plan. Therefore, it is believed that the pandemic not only increased the challenges, but also affected the motivation of entrepreneurs.

SM has an influence for entrepreneur especially for their motivation, where the most people share their daily life, their favourites and everything that they do every day. For some of the informant, SM media has become their daily motivational media to develop their personal self and their brand or in this case their coffee shop. The owner explained that SM is a communication facility that really supports them

during the pandemic of covid-19. Activity restrictions indirectly require entrepreneurs to use SM's capabilities to reach potential consumers according to the target and help improve the business performance. In the other hand, SM rise the motivational impact for young people to reach an opportunity in many industries.

Since the breakout of covid-19, people tend to use internet for daily entertainment and to support any aspect of life. For example, people or any company are using internet and social media to do their business meeting or family gathering. People are also can easily access and getting information about how famous entrepreneurs and influencer's life. It can stimulate people to have entrepreneur intention and motivation especially on this pandemic covid 19 eras. Social media become one of the most needs that people consume every single day, and since its outbreak, people tend to become social influencer from their account in many digital platforms. People are trying to have a creative content that can be sold in many digital platforms. This behaviour can also count as entrepreneur motivation, and many teenagers do this kind of thing.

This entrepreneur motivation can be growth from new normal daily activities. Since the outbreak of pandemic covid 19, students and collegian are using video meeting platform to have a class. This new behaviour can stimulate the new perspective of how using the internet positively. And many students and collegian can have a new sense to have many creative mindsets to increase entrepreneur motivation.

Our findings show that SM's virtual community can influence entrepreneur motivation as it provides insights into customers, brand awareness, feedback, new product ideas marketing strategies etc. In addition, active participation visually constructed through SM is believed to enhance customer engagement during the pandemic of covid-19. Vohra & Bhardwaj (2017) observed that participation characterized by mutual information sharing creates a positive feeling of instilling trust in users and increasing trust in the community.

4.2 The Influence of Social Environment on Entrepreneur Motivation in Medan during Pandemic Covid-19

Pandemic of covid-19 crisis is a new and ongoing situation of unknown time. This disruption to society has caused many different problems, generated negative reaction leading to crisis, and led to changes in social environment. In addition, Pandemic has

changed the way of people communicate with each other. People change their social environment from face to face to online interaction. Some environments may be more stable than others and make it easier to judge how a business will be impacted by environmental events. Social environment has become daily influence for entrepreneur where the influence has become their motivation from their family and friends. They live their life and how they stay motivated by their social environment. Most of entrepreneurs spend their days within their environment which make them influenced their way of business. Social environment has become the closest influence for entrepreneurs to develop their skill and their selves.

Our findings show that social environment are the pull factors related to a need for a change in lifestyle. Even though the pandemic indirectly change the social environment, the amount of public interest in coffee shop motivates the owner to start their business in this pandemic era. This is consistent with Sun & Xu (2017) that the need for lifestyle changes, environmental reasons, independence and social networks are related to pull factors..

5 CONCLUSIONS

In this review, we summarize and integrate the wide body of research surrounding entrepreneurial motivation. In doing so, we develop a roadmap that both outlines the extant literature and highlights opportunities for future research. Motivation is a cornerstone of the entrepreneurial process. Our review reinforces the conclusion that entrepreneurial motivation drives essential behaviours related to venture initiation, growth, and exit. Although the forceful nature of motivation is unquestionable, the understanding of its pathways of operation still requires further elaboration by scholars. Our review displays the drastically uneven coverage given to different aspects of motivation throughout the entrepreneurial process and the relative lack of integration of different types of motives that jointly propel behaviour. We hope this review makes the somewhat fragmented research on entrepreneurial motivation more accessible and facilitates future contributions to our understanding of what drives the entrepreneurial process

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