

Utilization of Social Media as a Business Opportunity for Youth Cultural Group

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Abstract. Training utilization of social media to get business opportunities carried out to youth groups youth in the village of Pulo Brayon Bengkel Workshop Medan. The easier the internet access and the many social media applications make it easier for young people to actively do business. The purpose of this service is training young people who join the youth group to be able to see business opportunities through various social media applications commonly used by youth groups. The method is carried out through interactive discussions, training or counseling and doing simple practicum by inviting trainees directly to selling through social media. The result of this service is to increase the interest of members in youth youth groups towards business and the enthusiasm to start a business by utilizing social. Began to emerge active youth to pursue various business opportunities through social media.

1 INTRODUCTION

The development of globalization that is happening at this time, has led to the increasing advancement of information and communication technology. Information technology is a set of tools that help people work with information and perform tasks related to information processing. The advancement of information and communication technology has made people's lifestyles more consumptive and fast-paced. Changes in a more consumptive lifestyle can be seen from the tendency of the public to do activities in cyberspace such as shopping online. Increasingly sophisticated technology has led to changes in the mindset of people who tend to be traditionalistic to become modern. The rapid development of information and communication technology is marked by the widespread use of the internet that can be accessed throughout the world.

The internet is one of the accesses that can be used positively that can provide benefits or income to its users and can open opportunities for businesses to develop business activities through electronic media. The internet provides an advantage for manufacturers in introducing new products to prospective customers, marketing their products quickly and minimizing costs. As for consumers, the internet

makes it easier for consumers to get the desired product quickly, can save time and effort and create pleasure and comfort. Technology, the internet and social media are interrelated or related and become very important needs for the community currently.

The Central Statistics Agency (BPS) in collaboration with the Indonesian Internet Service Providers Association (APJII) noted that the growth rate of internet users in Indonesia by the end of 2016 was 132.7 million users or around 51.5% of the total Indonesian population of 256.2 million. Most internet users exist **on the island of Java** with a total user of 86,339,350 users or around 65% of the total use of the Internet. When compared to Indonesian Internet users in 2014 of 88.1 million users, there was an increase of 44.6 million within 2 years (2014-2016).

The internet is an important need for society, because almost half of Indonesia's population uses the internet in their daily lives. The use of the internet encourages a great potential for the creation of online shopping. Based on the content most frequently visited, internet users most frequently visit online web sites at 82.2 million or 62%. And the most visited social media content is Facebook at 71.6 million users or 54% and the second order is Instagram at 19.9 million users or 15%.

The opportunity to run an online business is more open, not only for business people, all communities

can take advantage of this opportunity. Online shopping makes consumers more easily shop without spending time and effort. Because of this convenience, online shops are increasingly in demand. Through online shop buyers can see various products offered through the web that are promoted by sellers. Online shopping allows both buyers and sellers to not face to face directly, so this allows the seller to have the opportunity to get buyers from abroad. In the beginning of 2014, the trend of online shop was increasing, because it was more practical and more comfortable. Items purchased will be sent via goods delivery service after making payment at the online shop for goods ordered through the website provided by the online shop merchants.

Online product marketing can be done through social media. Social media is the right place to promote products to consumers. Social media allows market participants to communicate with each other, customers, and prospective customers. Social media gives the brand identity or brand that is marketed and helps to spread the message in a relaxed and communicative manner. Companies can use social media as a medium to promote their products such as displaying advertisements, direct marketing, promos, and product information. The use of social media that previously only wanted to communicate with friends on social media became aware of information about one of the products displayed on their social networking accounts.

Communities can utilize social media in entrepreneurial activities. Social media is a tool or interactive marketing tool, service, building communication with customers and prospective customers, and as a tool to sell and buy products online. Social media can be accessed by anyone, any class of society, as long as they have a device that can be used to access the social media. All levels of society can entrepreneurship through social media, be it men, women, old, young, workers, housewives, school children and even unemployed. Social media can be used as a business opportunity for those who want to be entrepreneurs and earn income. Therefore, counseling is conducted on the use of social media as an entrepreneurial opportunity among secondary schools which aims to provide additional information to high school students about the positive value of using social media.

Pulo Brayan Bengkel Village is located in the District of Medan Timur, a distance of 12 km from the University of North Sumatra, which can be reached in 45 minutes.

The total population of Pulo Brayan Bengkel Village until 2017 totaled 12,659 consisting of 6,362 male

population and 6,297 female population. Pulo Brayan Bengkel Village consists of 11 (eleven) neighborhoods.

The main livelihoods for people in Pulo Brayan Bengkel Village are employees, laborers, traders, civil servants, and TNI / POLRI. The number of residents in the village that received raskin amounted to 553 households, received healthy terrain cards totaling 2,248 households, and received 639 households.

Based on observations made that many mothers from poor family groups do not have jobs other than housewives. Therefore the activities of this service intend to carry out service by empowering housewives of poor family groups to supplement their income through training in making mini- cones. As for what will be done is to conduct counseling and training by giving demonstrations and direct practices to make mini cones that will be useful to increase income for housewives of poor family groups in Pulo Brayan Bengkel Village, Medan Timur Subdistrict, Medan City. Based on the description of the analysis results above, it is known that partner problems include: (1) Lack of youth interest in entrepreneurship and (2) lack of information or knowledge about the use of social media as a business opportunity.

2 RESEARCH METHODS

To get maximum results, a method of activities that can support the achievement of activities is needed. The methods used in carrying out this community service include; (1) Training / counseling, (2) Interactive Discussion and (3) Simple practical application of entrepreneurship.

This activity is a form of community service which is part of the Tri Dharma of Higher Education including the University of North Sumatra to the community to transfer knowledge, knowledge and insights that are important and useful to the community. As a form of concern for the community, this activity will have links with the University of Sumatera Utara through the Faculty of Social and Political Sciences, the community, especially the youth of Karang Taruna in Pulo Brayan Bengkel Village Workshop.

The plan of activities to be carried out for problem solving is the following stages:

- Counseling
Counseling is carried out to youth in Karang Taruna Pulo Brayan Bengkel Village Workshop. The socialization material is about the development of the

internet and social media, social media as a media for product marketing, social media as an entrepreneurial opportunity, and about entrepreneurial benefits.

- Discussion
After the extension activity, the next activity was a discussion with the youth of Karang Taruna in Pulo Brayan Bengkel Village Workshop. Youth Taruna Youth in Pulo Brayan Village Medan Workshop on how to use social media as an entrepreneurial opportunity.
- Evaluation
Evaluation is carried out as long as the service activities are carried out including observing the devoted participants in their activeness during the community service activities which take place actively in responding to each material presented, active to ask questions and answer the questions asked.

3 RESEARCH RESULTS

The results of community service in Pulo Brayan Darat Village focused on the skills of empowering participants to be proficient in creating online business accounts through Facebook and Instagram applications. This application was chosen because the dedication team considered that this application was the most widely used by the community .. On the implementation of the service carried out by means of counseling, the demonstration of making an online business account application Facebook and Instagram Preparation was carried out by the Dedication Team together with partners. Preparation is carried out to obtain agreement between the Service Team and partners, including: schedule of activities and activities. At the preparation stage it was agreed on the time and place of the extension and the time and place of the training in the Pulo Brayan village workshop. This place was chosen based on a proposal from Pulo Brayan Village Head, who wanted to facilitate the implementation of this service well. Community service implementation is carried out through counseling, demonstrations starting from the introduction of online business applications and demonstrations on the creation of Facebook online business applications and Instagram. Extension Counseling aims to motivate partners to have the spirit of entrepreneurship and have the skills to create an online business application account for

Facebook and Instagram. Partners are also expected to be able to maintain and manage and run online business applications to start selling products online through applications that are trained to participants. The practice of making an online application for the Community Service Team consisting of lecturers and students explained the steps taken in creating an online business application account for Facebook and Instagram. The service team is not difficult to practice because all participants have gadgets that have Facebook and Instagram applications. Some participants already know the users of applications that are already very well known in the community. Besides that, students involved in community service are students who already have direct experience in conducting business through online applications. This provides motivation for trainees.

4 CONCLUSIONS

Based on the results of community service regarding the empowerment of youth groups in the village of Pulo Brayan Bengkel, it can be concluded:

1. The training participants have very high enthusiasm to have skills in running an online business through Facebook and Instagram social media
2. Karang Taruna in Pulo Brayan Bengkel Village can be used as a container positive for young people in the village, especially in the X environment

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