

## AN ENTREPRENEURSHIP BY UTILIZING BUSINESS ON SOCIAL MEDIA TO THE GROWTH OF ECONOMICS FAMILY IN THE COVID-19 ERA

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**Abstract:** *The aim of this research is to the open minds and awareness of teenagers because many business opportunities around them, and then the opportunity can become the entrepreneurship is larger the especially supported by technology, that is a social media. because social media is so easy to use by humans. The descriptive qualitative method was applied. The researchers use interview and observations of 20 participants teenagers from Saba Padang Village, West Panyabungan District in Mandailing Natal Regency. The results showed that 9 participants follows an entrepreneurial activity with food and fashion categories, 7 participants make a mapping about the business plan and another participant sre not idea to young entrepreneurs. by utilizing business on social media, they are can young entrepreneurship and contribution of the growth the economics family life. The economics can grow if the increase in existing incomes. The obstacle in this research is part of participants didn't like to see the opportunities around them.*

**Keywords:** *entrepreneurship, business opportunities, social media, income and covid-19*

### INTRODUCTION

The condition of the Covid-19 era, there are many impacts especially in the economic sector. One of them is the development of unemployed in Indonesia effects of Social Distancing regulations that require all businesses to temporarily close their businesses. According to Core Indonesia's projections, the slowdown of economic growth is the effect many unemployed in Indonesia. but is caused by changes in people's behavior related to Covid-19 and social distancing regulation in a small scale or a large scale.<sup>1</sup>

As we all know that Covid-19 is an infectious disease caused by a newly discovered type of coronavirus. It is a new virus and a previously unknown disease before the outbreak in Wuhan, China, in December 2019. The effect of covid 19 is fever, fatigue, and dry cough. The condition of some patients are pain and aches, sore throats, colds, nasal congestion, this condition can up to steps by step. Some the people do not show any indication and still feel healthy. This virus can be infected to people, and then the virus can be spread through splashes from the nose or mouth that come out when the people exposed to this virus cough or exhale (WHO; 2020)

<sup>1</sup> SIRUSA BPS, <http://sirusa.bps.go.id/index.php?r=indikator/view&id=44>



According to the Data from the Central Statistics Organization (BPS) show the graph of unemployed in August 2019 reached 7.05 million people, this graph shows an increase from six months ago (February BPS release) of 6.82 million. And then the unemployment rate also showed an increase from 5.01% in February 2019 to 5.28% in August 2019. However, this graph turned out to be better when compared to August 2018 there was 5.34%. The contributor of the Unemployment Scale (TPT) is from senior high school, The increasing scale of senior high school is at the second level and continued with vocational high school. The graph of senior high school is up 1.14% from 6.78% in February to 7.92% in August 2019 that showed there is must seriousness to stop the scale of unemployed from year to year. (Economic: 2021).

Saba Padang is a village located in siabu subdistrict, the community of saba padang village is a work as farmers and manual laborers, part of 20% of the community has the activities as private and state employees, there are some people works as trade. The community of Saba Padang are didn't like to find a new job because they are difficult to adapt to new jobs later. The condition in the village of Saba Padang generally works odd jobs and are also a waitress in restaurants and cafes. Based on this background, this topic is interesting to the research. The opportunities that will be desired in the use of digital media in starting a business.

## METHOD

The descriptive qualitative method was applied in this research. This research is working with the data. The primary data of this research were interviews and observations. The researcher selected 20 participants teenagers from Saba Padang Village, West Panyabungan District in Mandailing Natal Regency. After collecting the data, the researcher was classified some data from interviews and this result makes to the descriptive text for the combination to news untill mass media and social media.

## RESULTS & DISCUSSION

As an entrepreneur is a purpose of government program in alleviating employment problems (Indriyani: 2017) entrepreneur is a rilexs occupation because this job can access anywhere and can make a creating job and help the community. Entrepreneurial activities are often associated by many people as trading or trading activities. The entrepreneur can stop emphasizing and reduce the unemployment, because entrepreneurial activities create activities to meet economic needs.

Entrepreneurship is an alternative to emphasize and reduce the unemployment and poverty rates that exist, (Ngatno, Dkk: 2021) employment from year to year is decreasing this is due to several factors that must be anticipated for anyone. The factor that causes it is a shift in work done by humans, but has been replaced with machine power. In addition to the shift in human power diverted with the engine system there are also other causative



factors, namely pandemic covid 19 which is the cause of the decline of all sectors in life, as well as the world economic sector.

The use of machinery and digitization of every activity can be overcome by looking at the causes of reduced employment. The advantages of the sophistication of digitalisation is a solution that can create a new job opening. It also makes entrepreneurship opportunities with the utilization of digitalization technology supported by internet access. Every person can make entrepreneurship will easily use a digitalization system that uses the internet will be able to see the challenge as an opportunity. Media is very influential on culture and life, there is a lot of information that can change people's mindsets and actions (Marlina: 2018). Marketing and network will be as easy as using internet access and of course with the economic literacy of young entrepreneurs, this will reduce the unemployment scale and also the poverty scale in Indonesia in general and subdistrict saba padang village in particular.

The results of this research the researchers took 20 informants, there were 9 choosing like a young entrepreneur with the criteria food and fashion category, the market of this product has come to several platforms in Indonesia, such as Shopee and lazada, but the scale of productivity is still relatively small to medium. The way of marketing direct can via opening outlets at home, and then another way can store rent and so on. It turns out that it can absorb each of the 1 workers who are local youths who do not have a job. 9 informants also share the product by WhatsApp and Facebook social media. According to them, social media is the easiest medium to apply to offer the products they offer.

And then from 20 informants there were 7 informants who began mapping a business plan, these seven informants are still thinking about new business can be with the capital they have, meaning the thought of entrepreneurship is still very wide open for them to pursue it. It's just constrained by the amount of capital owned up to the imperiousness of the market that they have to go through with all the risks that exist. However, 4 informants from 7 informants want to decide to take KUR loans (people's business credit), because it will be able to help in determining what they will do later. However, 4 informants out of 20 informants have been determined do not have the desire to a young entrepreneur, they prefer to wait for a job opportunity to become a civil servant or work for a company.

This results about in entrepreneurship opportunities during the covid 19 era, there are many ways of existing products, one of which is by utilizing social media. The young entrepreneur can increase and contribute of the growth of the economics family life. The economics can grow if the increase in existing incomes The increase in the degree of living will be in line with the increase in existing incomes. The obstacle is that not all participants can see what opportunities are around them.

The advantages utilizing existing social media, a beginner entrepreneurs can also the online marketplace, this can make the up of market and socialization about entrepreneurial



activities inexpensive, easily and fastly. Many platforms are accommodating to do business easily during the outbreak of covid19.

The utilizing business opportunities, this is sometimes often forgotten several people to starting activities as a beginner, there were considered are as below:

#### 1. Make a good planning

Planning is a basic thing that is the aspect to start a business. The basic is very important to the make foundation to the next stage, that way it will be able to achieve the ultimate purpose of success. In the process of planning there must be things related to the investigation of deficiency and advantages.

#### 2. Relation network

The target to the first for marketing our products is to the family, friends or neighbors. Next can make testimonials from the products that we sell or produce. The advantages of testimonials is can make a value our product is good products so that buyers are more confident to buy the products offered. The process of entrepreneurship for beginners this relationship can cause a motivation of its own, and strengthen the desire and intention in doing entrepreneurship.

#### 3. Social Media Market

The digital has grown in the world our products can you share and make with interesting photos or videos and give captions information to the product in status or on social media. Do not get bored in promoting all the efforts we pursue, posting merchandise, by paying attention to certain times certainly like at the beginning of the month this should be a concern for young entrepreneurs.

#### 4. Discount

The discount can make a good strategy for the seller. This concept of a little profit as long as the business continues to run discounts can be one of the right choices to do. with Smartphone apps and other applications can be used to create an interesting Discount. This will can make advantages in displaying visualizations of our products to consumers. Don't forget to make interest discount, because with an attractive promotion to the product we offer will have an impact for consumers to between buying a product.

#### 5.. Bank account

The mistake of a new entrepreneur is not a separate account enterprise with a personal account. That is very important to make a bank account for easy to check the transaction. And don't forget to checsk our transactions to book history, and then this component always forgets to attention a beginner entrepreneur. The purpose of making a bank account is to control fee income and outcome.

The enterprise as entrepreneurs in the covid19 era and restrictions on social activities and other activities by utilizing the sophistication of digitalization and with the help of internet access will greatly facilitate the excitement of entrepreneurs.

## CONCLUSION



The significance of internet access in mass media can make some activities is very easier, affordable and very fast (Marlina: 2020). The development of media especially internet access can help the traditional entrepreneurship business for promotion to all areas. the alternative for poor decreases and unemployment with ways entrepreneurship. Usually the teenagers can see the enterprise opportunities to a new entrepreneur to get success because they have new ideas in business for development is very large. An entrepreneurial activity by utilizing business on social media in the covid-19 era can growth opportunities for economic it.

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