



Social Media and Student Entrepreneurial Behaviour in The New Normal Era

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Abstract

The global Covid-19 pandemic has had an impact on the Indonesian people's health, economic situation, education, and social life. The most visible impact is financial difficulties in the family, as the family economy is deteriorating as a result of different social limitations that disrupt community economic activity. Despite the economic slump, many students appear to be inspired to establish a business and succeed in earning money to help support their families' financial situation. This study uses qualitative approaches to investigate the effect of social media in student entrepreneurial behaviour, with 31 students serving as informants who have created and run businesses since the pandemic hit Indonesia. Data collection techniques are through observation, interviews, documentation studies and triangulation, with analytical techniques: Data Reduction, Data Display and Conclusion Drawing. All the results of the research data were processed using the data analysis technique of the Miles and Huberman model. The study's findings suggest that, in this digital age, social media may help students become great businesspeople who never give up, are confident, have mental-emotional resilience, can read possibilities and opportunities, and are always learning and increasing their knowledge. Students who create businesses are mostly motivated by a desire to help their families' financial situation, which is deteriorating. The implications of this research are: in addition to generating business motivation, social media can assist business students in developing their businesses by promoting products, building relationships with consumers, suppliers, and competitors, as well as receiving direct feedback that can be used to improve product and service quality in a simple and relatively inexpensive manner. Obstacles include a lack of expertise and creative ability to develop fascinating content at the same time, as well as limitations imposed by society's value system, which restricts the amount of space available for commercial operations.

Keywords: Entrepreneurship, entrepreneur students, and social media

1. Introduction

The impact of the Covid-19 pandemic that has hit the world is not only on public health, but also on the economic situation, education, and social life of the Indonesian people (Pakpahan, 2020). The national economy is the area that has been significantly affected, and (OECD, 2020) the Organization for Economic Co-operation and Development reports that this pandemic poses a serious threat to the state of the economy. The number of production activities that have stopped, the level of public consumption is low, the loss of consumer confidence and the decline in the market has raised the threat of a serious economic crisis and led to uncertainty.

Issues surrounding the Covid-19 epidemic are becoming very widely explored, not just in Indonesia. According to gavi.org, 41.42 million persons were exposed to the virus worldwide as of this writing, with 2.62 million in Indonesia. This, of course, has an impact on the community's overall motions and activities. Because it impacts the country's economy, the economy of small and large businesses, the economics of families, and the economy of individuals, this pandemic has generated an economic shock. (Sugiri, 2020).

According to a survey by the Badan Pusat Statistik (BPS) as many as 6.78% of Indonesian companies closed due to the Covid-19 pandemic. In addition, 14.09% of businesses temporarily closed due to regulatory factors and 4.56% of businesses closed not due to regulatory factors.

Below, in Figure 1 you can see a graph of the Impact of the Pandemic on the Company's Operational Activities:

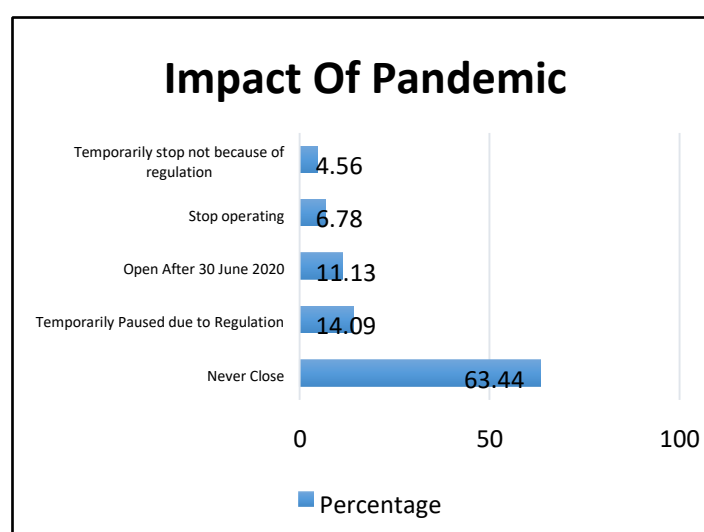


Figure 1. Graph of the Impact of the Pandemic on Business in Indonesia
Source: BPS (21 December 2020)

To prevent the spread of the virus and speed up the response to the epidemic, the Indonesian government has imposed a number of limitations on social activities across the country. These limits apply to a variety of economic sectors, including education, worship, offices, hotels, restaurants, and restaurants on a large or small scale, as well as tourism products, transportation, retail malls, arts and culture, and even prohibitions on specific activities. society. Due to the pandemic, various changes in life patterns have occurred, including: people now pay more attention to their body health by maintaining personal hygiene, eating a healthy diet, maintaining a lifestyle, taking vitamins and supplements to maintain immunity, wearing masks, keeping a safe distance, and adopting new habits to be healthier. Be cautious in all you do. Another change is a shift in lifestyle, which comes as a result of the fact that many activities must be completed at home. According to (Lumbanraja, 2020) the rising use of the internet and social media has resulted in various changes in communication and interaction patterns, such as the use of video calls, streaming events, online seminars, e-learning, and e-commerce. Changes in the way people buy and sell essentials, which used to be done directly, must now adjust to e-commerce, market places, and online shopping trends via social media (Junawan & Laugu, 2020). According to the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia climbed by 73.7 percent in 2020, up from 64.8 percent in 2019. Work From Home, Flexible Working Space, webinars (conferences), and an online shop, which climbed by up to 400% compared to before the epidemic, all influenced the surge during the Covid-19 pandemic.

This condition undoubtedly brings numerous adjustments to one's daily routine, particularly in the context of a family. The most evident effect is a family's financial difficulties. Even though the community is also faced with maintaining the quality of family health to avoid exposure to the virus and treating family members if any are exposed, family income, which has been reduced since the beginning of the pandemic, has been further reduced with the imposition of various restrictions. However, many students have been called upon to start enterprises in the midst of the economic slump and have managed to earn enough to support their financial situation in the midst of this pandemic. These students take the initiative to create a business, generate unique and creative concepts, and make extra money. The majority of students establish a business because they believe it is the best way to support their personal and family finances.

Various options and choices for doing business are considered when beginning a business based on their potential. The epidemic of doing business online necessitates that these students investigate online marketing and promotion, which is relatively inexpensive and simple, such as through the use of social media. In addition, social media has become a popular tool for entrepreneurs to congregate. Lots of discussions Entrepreneurs also use social media. (Menkhoff and Bengtsson, 2012; Lapolla, 2014). This study was undertaken to learn more about the influence of social media in the behavior of student entrepreneurs, particularly in the current new normal period.

2. Literature Review

2.1. Social Media

Kartajaya (2008), defines social media as a combination of sociology and technology that turns monologues into conversations and freedom of information that changes the attitude patterns of people who used to enjoy content to become content creators.

Social media is a new way of interacting, which gives its users the breadth of space and time, with the internet network, and makes it easy for users to receive information around the world.

(Kaplan & Haenlein, 2010) in his book *Users of the World, Unite! The Challenges and Opportunities of Social Media* (2010), explains that social media consists of: website collaboration projects, Blogs and Microblogs, content, Social Networking Sites, Virtual Game World and Virtual Social World. Social media allows users to exchange information, images, photos and videos, so that when used in business they are able to reach areas of promotion, marketing and facilitate the path of information from sellers to buyers and potential buyers (Trisnani, 2018).

2.2. Entrepreneurial Behavior

Entrepreneurial activities are frequently referred to as business activities in everyday life. Entrepreneurs are those who have the capacity to perceive and read opportunities, as well as establish an organization to take advantage of such opportunities and start a business.

Entrepreneurship is a skill that someone who is able to commit all of his attention to capturing business possibilities in various sectors have. . (Nilma & Mardika, 2020)

Kepribadian yang tangguh, pantang menyerah, penuh rasa percaya diri, memiliki An entrepreneur has a tough personality, never gives up, is full of confidence, has mental-emotional resilience, is able to read chances and opportunities, and is always learning and growing his knowledge.

3. Materials and Methods

This study used a qualitative method, with 31 students serving as sources in Bandung who are conducting business throughout the pandemic. To monitor the entrepreneurial activity of pupils in the new normal period, descriptive analysis is utilized to comprehensively describe the subjects and objects researched.

Data sources consist of Primary Data and Secondary Data.

- Primary data obtained from the results of interviews conducted by researchers. In addition, researchers also conducted field observations and collected data in the form of notes about the situation and state of the research location. Interviews were conducted with structured but written interviews using google forms which were distributed via messenger contacts (Whatsapp and Telegram) as well as through Direct Messages on Social media, due to the many restrictions faced by researchers during the Pandemic.
- Secondary data is obtained from online articles, literature books, journals and scientific articles, news and company documentation, government documentation or publications, websites and other sources..

4. Results and Discussion

4.1. The Development of Social Media in Indonesia

In January 2021, internet users in Indonesia rose 16% or around 27 million from 2019, to as many as 202.6 million people. The GWI survey noted that in the third quarter of 2020 the most popular social media in Indonesia is presented in Figure 2 below:

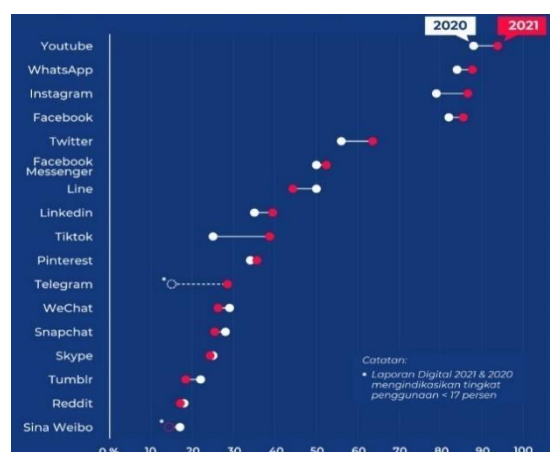


Figure 2. The order of the most popular social media in IndonesiaSource : <https://wearesocial.com/digital-2021>

YouTube is the first social media platform. There are 94% of users with a user age range between 16 to 64 years, followed by Whatsapp Messenger, Instagram, Facebook and Twitter. The TikTok application is a social media that is quite fast in its development to beat Pinterest, Telegram, Wechat, and others. In the future, it is predicted that the TikTok platform will become a social media that must be taken into account in its use in business

4.2. The Role of Social Media in Student Entrepreneurial Behavior in the New Normal era

In January This research was conducted by conducting in-depth interviews with 31 business students, namely:

Infr	E-Mail	Brand	Business fields
1.	Rhanti39@gmail.com	Collera	Cellphone Accessories (Phone Case) & Thrift Clothes
2.	Riadinilensa1@gmail.com	Brilliant	Education
3.	saputragilang8004@gmail.com	Warung gilang	Basic Food
4.	Jamaludinakbar1999@gmail.com	Wafi Undangan	Event Organizer
5.	yanaarynur@gmail.com	Coding (coconutpuding)	Culinary
6.	Ramdhanilham40@gmail.com	Shatsushop	Pet Needs
7.	vannyrizzy07@gmail.com	VannyShop	Fashion, Vitamins, Makeup
8.	Wienisfachrikha0801@gmail.com	Ceu Bigos	Culinary
9.	gianyusup04@gmail.com	Rizoles Hot	Culinary
10.	ditaputri686@gmail.com	Luck Mobiles	Handphone
11.	fiakhairunnissa@gmail.com	Hijab	Fashion
12.	gustinus66@gmail.com	Rakeda	Culinary
13.	yati123oktapia@gmail.com	Sosis Bakar	Culinary
14.	kinantidindaa593@gmail.com	Berjualan pop ice	Culinary
15.	diannurul274@gmail.com	Kedai Jajan	Culinary
16.	tiraapriliani4@gmail.com	Belum ada Brand	Culinary
17.	wardanatiara19@gmail.com	Mutiaraku_Ollshop	Fashion, Vitamins, Makeup
18.	Pany9h@gmail.com	Jajanancemilanku	Kuliner
19.	tyawidya03@gmail.com	Made Home	Fashion, travel, creative products
20.	ais374631@gmail.com	Zeo's Photo booth	Event Organizer
21.	heraaseptianii@gmail.com	Planthouse.id	Agribusiness
22.	sitiwidaxap1@gmail.com	Wikiland	Kuliner
23.	Zahwap34@gmail.com	Windy Salon Pria & Wanita	Fashion, Vitamins, Makeup
24.	Nurulamalia171201@gmail.com	Belum ada Brand	Culinary
25.	nurjatihayu2602@gmail.com	Aprnudesty09 (shopee)	Fashion
26.	putrinurhati0911@gmail.com	Coretcoretanku_	Creative Products
27.	selayuniar8@gmail.com	Sellaynr_	Fashion
28.	rifanfauzi.249@gmail.com	Panmae	Creative Products
29.	adilaamalia098@gmail.com	Yumna AppStore	Internet Technology
30.	agylputapermana@gmail.com	C10 (Camilan 10)	Culinary

Currently, business students have a significant role in the Indonesian economy, especially in small-scale businesses. Due to the outbreak of the Covid-19 pandemic, many families are experiencing difficulties in economic and financial problems. Needs increased, while family income greatly decreased. Based on in-depth interviews, it was found that this difficult situation actually gave birth to ideas and creativity from students to come to help with their role in creating business spaces and saving the crush of families in the midst of difficult situations. The emergence of new creativity by opening businesses on a small scale, which usually starts from hobbies and daily life, has given its own color in the business world in the current new normal era where social restrictions have begun to be relaxed even though health protocols remain a top priority. must be obeyed.

Based on the results of interviews and observations, it is known that in general these students have strong personalities in running their businesses. Most of the informants explained that they must always maintain their enthusiasm and motivation despite various difficulties facing them. However, in this new normal era, they believe

they can run their business more easily than in 2020, where various restrictions prevent them from buying raw materials, distribution and production.

Generally, these students have self-confidence that is supported by good emotional resilience so that they are able to read opportunities and opportunities to develop their business.

Based on the results of interviews that have been confirmed, it is known that:

- 1) Students who have taken the initiative to start their own business in the midst of a pandemic, predominantly male students (65%) and in semesters 7 and 8 (40.98 percent), followed by students in semesters 5 and 6 (24.59 percent). When this was confirmed, it was noted that this was due to the fact that final-year students had less lecturing commitments and assignments, and were generally in the final project (thesis) preparation phase, giving them more time to run their businesses. Furthermore, his entrepreneurial spirit has evolved as a result of the knowledge and experience he had in college, and he now has the bravery to start a firm, unlike his younger generation.

It is also reported that roughly 30% of the informants are motivated by business after seeing content shared on social media. Many people have been compelled to fulfill their varied demands from home during the pandemic owing to numerous constraints, and many friends their age have shared their experiences of creating a small business to meet their needs. This impacted and encouraged the informants to start their own enterprises, such as baking cakes and snacks at home and selling them online via social media.

- 2) More than 60% of business students who became informants in this study were business owners (owners), and the rest were those who worked as employees. The most occupied business field is the culinary field, namely the production and sale of food and beverages online, opening food stalls, cafes, and coffee shops. The next business field of choice is the field of fashion, for example distributions, sales of Muslim clothing, formal clothing and even casual clothes such as negligee and homedress.

Other fields that are also chosen by these entrepreneurial students are as resellers of medicinal, herbal and beauty products, there are also those who work in photography and video, make up artists, printing, merchandise and souvenir production, and some are even involved in technopreneur as a web. design, web developer, graphic design and the like. The results of the interview show that all informants use social media in running and developing their business. Most state that the goal is to get new customers by doing free promotions with a wide range of promotions. Some people explain that using social media helps them get feedback and feedback about their products quickly, for example through their product reviews on social media pages, so they can improve products, service quality and meet customer expectations quickly. Some people say that the use of social media in their business in addition to building a brand image and increasing rankings on the use of search engines, also builds existence and maintains a good relationship (maintenance) with customers and potential customers..

- 3) According to informants in an interview: using social media as a promotional medium and introducing products is the right choice, especially during a pandemic where many people carry out various activities using digital media. This is very supportive of businesses, because they can introduce the products and services they offer and attract customers easily, especially if the content presented is quite interesting. From interviews, it is known that this entrepreneurial student feels very helpful with social media in analyzing customers. Through social media, buyer feedback can be known quickly. Positive and negative comments from netizens can be easily accepted to improve product quality, pricing, and service in the future. When they release a new product or variant, usually buyers (and potential buyers) can directly express their opinion through the comments column when a content (in the form of a video or photo) is shown. Some of the informants agreed that to offer their goods and services in an easy but fun way is through social media.
- 4) This entrepreneur uses two out of three social media platforms to run and grow his firm, but the most popular is based on survey results: For business, 40% of people use Instagram, 30% use Facebook, and 23% use Facebook Messenger status (What Instagram has a large number of followers because it, in their opinion, offers certain advantages over other social networking platforms. Apart from the fact that it is free, Instagram includes a lot of beneficial features that are simple to use and provide a level of convenience when it comes to gaining followers for promotional purposes. According to Napoleon Cat's research, the number of individuals utilizing social media platforms like Instagram would have topped 69 million by the end of 2020. The graphic underneath has additional information:

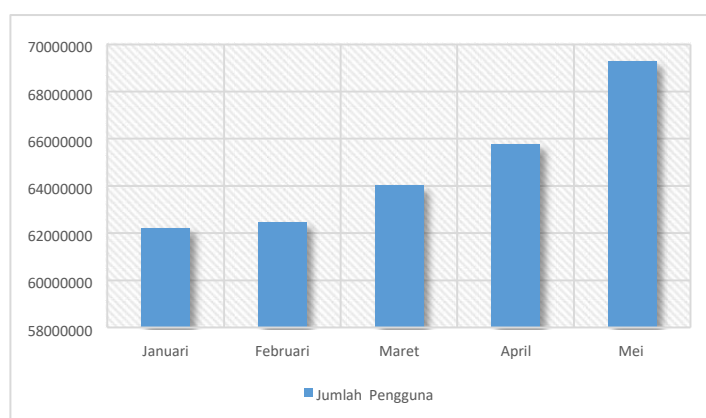


Figure 3. Instagram users in Indonesia January-May 2020

Source : <https://napoleoncat.com/>

The majority of Instagram users are between 18-34 years old, reaching almost 25 million users, because that age is those who are digitally familiar and fluent in using gadgets. For informants, this is causing their social media followers to become potential marketing targets.

- 5) Constraints faced in utilizing social media in their business, 78% of informants consider that their ability to manage social media is still very lacking and becomes an obstacle, because their attention, energy and time are devoted to creating content so that they often pay attention to building their business (producing, innovate products, and develop business) become neglected. However, 22% of them feel that creating content, sharing and managing social media is not too difficult. Indeed, it is time for micro, small and medium businesses to synergize with professional content creators so that the social media content presented to customers and buyers is much more attractive and simultaneous, so that they can focus more on running and developing their business. Creating content that is creative, attractive and neat and consistent requires time, effort and professional skills, not carelessly.

Other obstacles that are also faced by entrepreneurial students are technical problems such as disturbances due to slow internet connections, limited supportive devices in creating content and the like. Some people feel that the supporting skills they master are still lacking, for example the ability of baristas for those who run a coffee shop business, financial management skills, production process skills, marketing and the like. Because in general the businesses they build are still very micro, they have not been able to hire competent employees in these fields.

Although almost all informants feel the many benefits and conveniences obtained by using social media, especially in increasing promotions, building brands and opening markets, it is undeniable that social media also has several weaknesses and causes negative impacts, including:

- a) With social media, competitors can easily spread hoax news about products and companies, tell lies and build negative opinions, thereby bringing down the image of their products and business.
- b) Another negative impact that is often experienced is the use of social media content by competitors, theft of product photos, ideas and even customer databases. Some protection can indeed be done, for example by putting watermarks on product photos or videos and other content, although there are still those who do it because it is supported by the proliferation of photo/video editing applications.
- c) Other negative impacts are: because the competition is becoming more open and more massive and the selling and buying process is also almost unhindered by boundaries and distances, resulting in these entrepreneurial students having to constantly monitor the market and competitors' activities as well as doing all-out promotions, giving discounts and bonuses, give aways and prizes even if necessary to hire the services of influencers to increase engagement as well as improve products following the development of market tastes. Utilizing the services of influencers and celebrities is often considered more effective and cheaper than having to do promotions in mainstream media.

5. Conclusion

Based on the results of the analysis it can be concluded that: (a) The development of social media in Indonesia is very rapid, especially during a pandemic, because many people are forced to spend most of their time at home and use social media. (b) Open the opportunity for business people to grab the attention of consumers without being limited by time and space through social media. Business people who do not take advantage of this will lose the opportunity to conduct promotions at a very efficient cost but obtain maximum results. (c) The motivation of students who run a business is mostly to support the financial condition of the family whose income is decreasing. (d) Social Media plays

a very important role in building student entrepreneurial behavior so that they become tough businessmen, never give up, full of confidence, have mental-emotional resilience, the ability to read opportunities and opportunities, and always learn and increase their knowledge. (e) The use of social media, especially Instagram, is an alternative platform that is widely chosen as a promotional media, introducing products and increasing sales. (f) The obstacles faced by entrepreneurial students are the limited knowledge and creative ability to simultaneously create interesting content as well as obstacles because the value system prevailing in society limits the space for running their business. (g) Negative impacts in the use of social media are also felt, especially those related to the easy spread of hoaxes and negative opinions that interfere with product image and company image, theft of social media content and increasingly open competition so that it needs to be managed with more creative promotions, even with discounts, bonuses, give aways and even hire the services of influencers to promote products.

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