

Vol. 4 • No. 1 • Desember 2023

Page (Hal.) : 863 – 870

ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

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JL. Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : humanisproceedings@gmail.com



Special Issue:
ICOMS2023
The 4th International Conference on Management and Science

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

The Role of Social Media in Increasing Entrepreneurial Motivation

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Abstract: This research is a literature review research, which was carried out through journal reviews and literature studies that are relevant to the research. The type of data used is secondary data, namely data obtained indirectly. Data collection techniques are carried out by reviewing and analyzing journals using related rules and regulations. It can be seen from the results of this research that Indonesian people are active, especially in terms of online shopping and the use of social media. Apart from that, we also know that the presence of social media can increase people's motivation to become entrepreneurs. In the field of entrepreneurship, social media plays a very important role in helping entrepreneurs develop online promotions and sellers. The convenience offered by social media provides motivation for someone to be able to use it as a business opportunity, which is expected to produce greater profits with optimal use of social media.

Keywords: social media, motivation, entrepreneurship

INTRODUCTION

In the modern era, like now, technological developments have a huge influence on human life. This is related to the emergence of various social media platforms that can support daily life. Social media is a medium used to communicate with other people. The presence of social media has greatly changed people's lifestyles and mindsets. In the field of entrepreneurship, social media plays a very important role in helping entrepreneurs develop online promotions and sellers. The convenience offered by social media provides motivation for someone to be able to use it as a business opportunity, which is expected to produce greater profits with optimal use of social media.

Social media plays a considerable role in increasing entrepreneurial motivation. First of all, through social media platforms, one can connect with the entrepreneurial community, which can provide support, share experiences, and provide inspiration. This can create a motivating and stimulating environment for pursuing business ideas.

Apart from that, social media is also a means to promote business ideas and products to a wider audience. By leveraging platforms like Instagram, Facebook, or LinkedIn, an entrepreneur can build a personal or company brand, share success stories, and attract the attention of potential customers or business partners. The more support and positive responses you receive, the higher your motivation to continue developing in the business world. Not only that, social media also gives entrepreneurs access to keep up with industry developments, business trends, and new opportunities.

This information can be a source of inspiration and motivation to continue learning and improving skills in managing a business. So, through the connectivity and access to information provided by social media, entrepreneurial motivation can be increased, helping individuals to stay enthusiastic, inspired, and innovative in their business journey.

LITERATURE REVIEW

Social Media

The definition of social media, according to Caleb T. Carr and Rebecca A. Hayes (2015), is internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience or not, which drives the value of user-generated content and perception of interactions with others.

Social media, according to Philip Kotler and Kevin Lane Keller (2016), is media used by consumers for text, image, sound, and video-based information, both with other people and companies.

Dewi (2019) said that social media is a technological tool that can be used to help develop marketing and increase long-term sales.

According to Irwansyah & Sirait (2021), social media is a forum that functions as a means of sharing information and can bring together groups of people who have things in common.

From the several definitions of social media above, social media can be defined as an online platform that allows users to participate, share, and connect with other people. Scholars often emphasize the interactive and participatory aspects of social media, which differentiate it from traditional media.

Motivation

According to A. Anwar Prabu Mangkunegara (2002), motivation is a condition that has the effect of generating, directing, and maintaining behavior related to the work environment.

According to T. According to Hani Handoko (2003), motivation is a person's personal condition that drives the individual's desire to carry out certain activities to achieve goals.

According to Henry Simamora (2004), the definition of motivation is a function of an individual's expectations that certain efforts will produce a level of performance, which in turn will produce desired rewards or results.

Motivation can generally be defined as an internal or external force that encourages a person to act, make efforts, or achieve certain goals. This can stem from a drive to meet basic needs, achieve personal satisfaction, or achieve a larger goal.

Entrepreneurship and Interest in Entrepreneurship

The definition of an entrepreneur, according to Stein and John F. Burgess (1993), is a person who manages, organizes, and dares to bear all risks to create business opportunities and new ventures.

According to Ahmad Sanusi (1994), entrepreneurship is a value that is manifested in behavior that is used as a resource, driving force, goals, strategies, tips, processes, and business results.

Entrepreneurship, according to Zimmerer (1996), is a process of applying creativity and innovation to solving problems and finding opportunities to improve business life.

Hisrich and Peters (1998): Entrepreneurship is the process of creating something unique with value by assuming financial risk and uncertainty to gain profit and satisfaction.

Timmons and Spinelli (2007): Entrepreneurship is a process that involves all functions, activities, and actions involved in starting, developing, and running a new business.

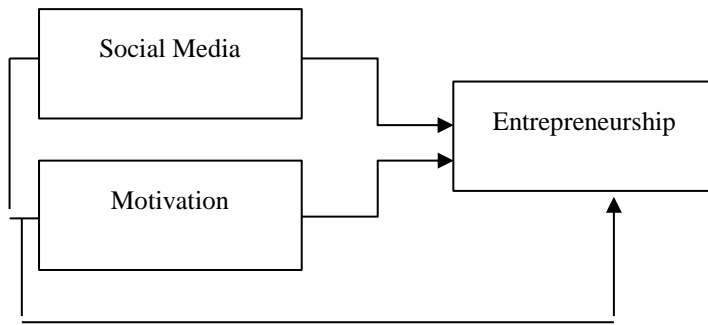
According to Utami (2017), interest in entrepreneurship is an individual's desire to be able to take advantage of existing opportunities and start developing their business by introducing new products or services.

Sahroh (2018) said that interest in entrepreneurship can be seen in a person's courage to start carrying out entrepreneurial practices and make careful plans for managing finances and time.

In general, it can be said that entrepreneurship involves creativity, innovation, risk-taking, and the ability to see opportunities amidst challenges. Meanwhile, interest in entrepreneurship is an interest that arises in a person to start building his or her own business to meet needs and achieve targets of success in entrepreneurship. Someone who has an interest in entrepreneurship will always look for the latest information about business opportunities and start planning everything in order to optimize existing opportunities to develop their business.

From the definitions above, we can conclude that the more actively someone interacts with social media, the higher their motivation to be involved in entrepreneurial activities. Interaction and information obtained through social media can provide positive encouragement, connections with other entrepreneurs, and inspiration that can increase an individual's level of motivation to start and develop a brand business.

From the explanation above, the framework of thought can be described as follows:



Picture 1. Frame Work

Based on the picture above, it can be seen that social media can be a very effective tool for increasing entrepreneurial motivation. With platforms like Instagram, Twitter, and LinkedIn, you can connect with successful entrepreneurs, gain insight into the business world, and get support from online communities.

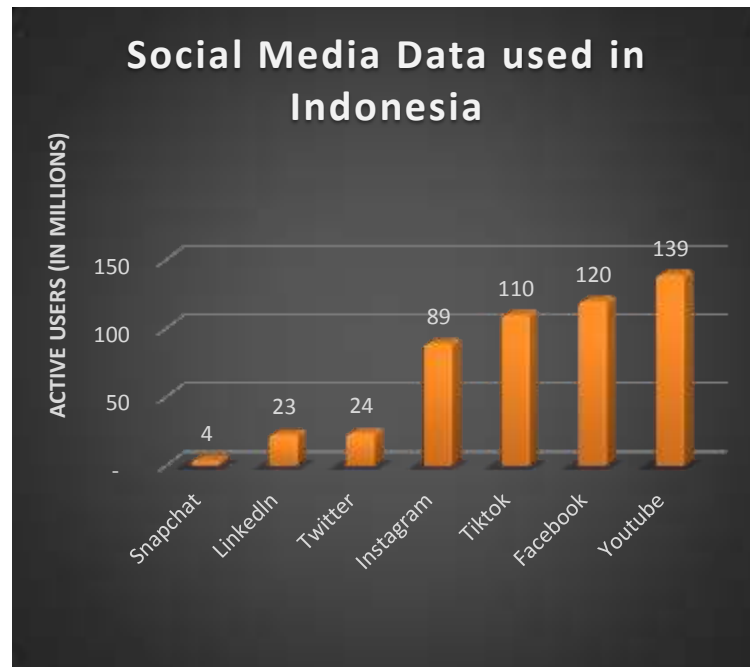
METHODS

The research methods used in this research are literature review and journal review, where literature review is the process of investigating and evaluating existing literature on a particular topic or problem. This involves reading, analyzing, and synthesizing various written sources that have been published, such as books, journal articles, theses, and other sources, while journal reviews are activities that involve searching for references or reviewing research that has been published in scientific journals. This journal review method is carried out by comparing one journal with another in the sense of integrating the results of the analysis of research journals based on the similarities and differences of each and then providing new conclusions.

RESULT AND DISCUSSION

1. Data on the Most Used Social Media in Indonesia

As we already know, with 276 million people, Indonesia is the country with the 4th largest population in the world. In terms of internet use, Indonesian people are active, especially in terms of online shopping and the use of social media. The following is data on the most widely used social media in Indonesia:



Source: datareportal.com

Picture 2. Diagram of Social Media used in Indonesia in 2023

2. Increase entrepreneurial motivation by using social media

Here are several ways to increase entrepreneurial motivation through social media:

a. Follow Entrepreneurial Accounts and Groups:

- 1) Look for social media accounts that focus on entrepreneurship and business.
- 2) Join entrepreneurial groups or communities on platforms such as Facebook, LinkedIn, or Twitter.

b. Monitor Others' Success:

- 1) Follow and learn about the journeys and success stories of other entrepreneurs.
- 2) Observe how they overcome challenges and obstacles.

c. Create a Network:

- 1) Use social media to network with fellow entrepreneurs.
- 2) Follow and follow back relevant accounts and engage in conversations.

d. Share Your Progress and Challenges:

- 1) Share experiences, achievements and challenges through posts and stories on social media.
- 2) By sharing your journey, you can get support and inspiration from others.

e. Join Webinars and Live Sessions:

- 1) Leverage platforms like Instagram Live, Facebook Live, or LinkedIn Live to join live sessions with experts and successful entrepreneurs.
- 2) Direct questions and discussions can increase your motivation and understanding.

f. Use Related Hashtags:

- 1) Use popular hashtags related to entrepreneurship and business.
- 2) This can increase your reach and get your content discovered by people with similar interests.

g. Learn Business Tips and Tricks:

- 1) Online resources such as blogs, video tutorials and infographics can provide useful business tips and tricks.

- 2) Feel free to share this resource with your network.
 - h. Communicate with Customers:
 - 1) Use social media to communicate with customers or potential customers.
 - 2) Respond positively to feedback and questions, this can increase your motivation to give your best.
 - i. Celebrate Milestones and Achievements:
 - 1) Share your business achievements, whether they are small or big.
 - 2) Celebrate every step forward and create positive energy around your business.
 - j. Take Online Courses:
 - 1) Take advantage of online courses on platforms like LinkedIn Learning, Udemy, or Coursera to continually improve your skills and knowledge.
- By utilizing social media wisely, we can create an online environment that supports and motivates our entrepreneurial journey.

3. Functions of Social Media for Entrepreneurs

Apart from connecting one user to another, social networking also has a function and role that is quite significant for the continuity of a business. Social media features, which basically function to enable users to interact with each other, can also be used by business activists.

- a. Strengthening Brand Relationships with Consumers, Social media is an effective medium for increasing customer interest in the products or services you offer. Social media can function as a provider of information regarding company identity, marketing media, and even promotional media at the same time. With social media, you can build close relationships with your customers.
- b. Reaching More Consumers, The majority of people today spend a lot of time on social media. With this fact, you can use it to market the products you sell.
- c. Building New Networks and Relationships, Social media is not only used to interact between sellers and buyers, but fellow business people can also build new relationships through social media.
- d. Improve Business Reputation, By creating high-quality, useful and educational content on your company's social media accounts, you will easily build a better brand image, so that the reputation of your business will increase.
- e. As a Market and Competitor Research Media, According to experts, the most crucial benefit of social media is that social media can be used as a research tool. With social media, you can monitor what customers are interested in and what your competitors are doing. That way, the marketing strategy will be carried out correctly.

CONCLUSIONS

The role of social media in increasing entrepreneurial motivation can be summarized as follows:

1. Providing Information and Knowledge:

Social media provides easy access to information and knowledge about the world of business, business opportunities and the latest market trends. This can open insight and motivate individuals to start or develop their business.
2. Network and Connection Building:

Social media allows entrepreneurs to connect with fellow business people, mentors, investors and potential customers. This interaction can provide support, inspiration, and collaboration opportunities that can increase motivation to achieve success.
3. Empowerment and Positive Branding:

Through social media, entrepreneurs can build a positive image for their business. They can share stories of success, achievements and challenges overcome, which can inspire and increase the motivation of others to start or expand their businesses.

4. Effective Promotion and Marketing:

Social media provides an effective platform for promoting products or services directly to relevant audiences. This can increase business visibility and, in turn, provide more motivation to achieve set goals.

5. Collaborative Approach and Sharing Experience:

Social media enables the exchange of experience and knowledge between entrepreneurs. By sharing successes and failures, business people can learn from each other, reduce feelings of isolation, and increase enthusiasm to continue developing.

Thus, the role of social media in increasing entrepreneurial motivation is very significant, because it not only provides access to information and opportunities, but also builds communities that support and inspire business people.

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