IMPLEMENTATION OF SOCIAL MEDIA-BASED ENTREPRENEURSHIP IN THE MILLENNIAL ERA FOR STUDENTS OF IAIN KEDIRI

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Abstract

In this millennial era, there are many business people who have joined the online world and consumers are mostly looking for goods through the online so that in this case prospective entrepreneurs must compete in utilizing the mastery of technology and information. Therefore, IAIN Kediri students as a generation who are ready to compete in the business must have an interest in becoming entrepreneurs who have the ability in technology, especially social media. The problem that will be examined in this paper is the application of social media-based entrepreneurship in the millennial era to IAIN Kediri students, the syari'ah faculty. The purpose of this study is to find out how far students apply entrepreneurship by using social media. This research was carried out at IAIN Kediri. The sample of this study was 7 people with a purpose sampling. Data were collected directly from respondents using observation, interviews and documentation. The results of this study prove that students still lack of interest in entrepreneurship, students are still not optimal in mastering social media to implement entrepreneurship, entrepreneurial education is still less effective in terms of practice.

Keywords: Entrepreneurship, Social Media, Millennial Era

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Melihat pada era millenial ini, ada banyak pelaku bisnis yang telah bergabung dengan dunia online dan konsumen yang sebagian besar mencari barang melalui dunia online sehingga dalam hal ini calon wirausahawan harus bersaing dalam memanfaatkan penguasaan teknologi dan informasi. Oleh karena itu mahasiswa IAIN Kediri sebagai generasi yang siap bersaing dalam dunia bisnis harus memiliki minat untuk menjadi pengusaha yang memiliki kemampuan dibidang teknologi, terutama media sosial. Permasalahan yang akan dikaji dalam penulisan ini yaitu penerapan wirausaha berbasis media sosial di era millenial pada mahasiswa IAIN Kediri fakultas syari’ah. Tujuan dari penelitian ini untuk mengetahui seberapa jauh mahasiswa menerapkan kewirausahaan dengan menggunakan sarana media sosial. Penelitian ini dilakukan di IAIN Kediri. Sampel penelitian ini sebanyak 7 orang dengan purpose sampling terdiri dari kalangan mahasiswa. Data dikumpulkan langsung dari responden dengan menggunakan observasi, wawancara dan dokumentasi. Hasil Penelitian ini membuktikan bahwa masih kurang minatnya mahasiswa untuk berwirausahaan, masih kurang optimalnya mahasiswa pada penguasaan media sosial untuk menerapkan wirausaha, masih kurang efektifnya pendidikan kewirausahaan dalam segi prakteknya.

Kata Kunci: Kewirausahaan, Media Sosial, Era Millenial

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Introduction

In the millennial era, efforts to encourage entrepreneurship community were increasingly carried out by the government. Community participation in entrepreneurship is an important basis in building a strong economic and business system. Promoting entrepreneurship is done because there are still many unemployed and lack of welfare, which is the most complicated and difficult problem handled by the Indonesian government. Limited employment opportunities and lack of interest in entrepreneurship are the basic causes of all these problems.

By the competitive era as it is today, the orientation of creating a quality workforce must be balanced with the creation of high-quality entrepreneurs with high quality so that more qualified entrepreneurs will need training and learning in the real or virtual world as a means to try and engage in business. Education is not enough just to master theories but also has the desire and is able to apply it in social life.

Entrepreneurship learning material contains things related to entrepreneurship, namely the steps of entrepreneurship, how one does an economic business, and so on. Knowledge allows humans to develop skills that are useful for their lives.

Reality shows that there are many students graduating every year. All graduates are looking for work, even for students who actually pursue higher education levels, they compete in finding jobs. If this condition continues, educated unemployment or intellectual unemployment will increase. Moreover, the number of students interested and waiting with the opening of CPNS registration (Prospective Civil Servants).

This should become for education or economics in order to be able to create quality human resources and have a business spirit because not all graduates of economic majors get jobs, so that they can cause unemployment. The development of information technology is now increasingly rapid so that in doing business the use of these technologies becomes an important requirement. College graduates and students in higher education are a group of young people who have better opportunities, including having the skills to use information technology better than those who do not study in college.

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Therefore, related to entrepreneurial behavior, those who are better educated should have the knowledge of entrepreneurship and have the capacity to learn information technology far better than graduates at the level of high school and junior high school.²

The era of information and globalization is marked by the development of the internet and various social media, such as Instagram, WhatsApp, Line, BBM, Facebook, Twitter, Shopee, Bukalapak, Lazada, and so on. They are currently widely used by humans to help access information activities and show self existence. online business sales regulated by Law No. 11 of 2008 concerning Information and Electronic Transactions (ITE Law) provides two important things, first, the recognition of electronic transactions and electronic documents within the framework of legal and evidentiary laws, so that legal certainty of electronic transactions can be guaranteed and the second is classified actions that include qualifications of legal violations related to misuse of IT (Information Technology) accompanied by criminal sanctions. With the recognition of electronic transactions and electronic documents, at least the ecommerce activities have a legal basis.³

In the current millennial generation,⁴ there is a tendency to fulfill needs instantly through online shopping. Digital entrepreneurs who emerged in the present prove that millennial can work and be productive.⁵ With more creative and open thinking, students respond to technological developments to become entrepreneurs. Millennial generation experiences growth and development of curiosity is very large so that the trend lifestyle emerges with new and modern technological developments and makes millennial consider the benefits. Inevitably, when updating information on online media, they are more careful and have an introspective attitude.

All aspects experience rapid changes today. What is called "New Digital Era" is different from the ancient economy. Yet, it is no longer "New

⁴ Millennial is a demographic group after Generation X (Gen-X). There is no definite time limit for the start and end of this group. Experts and researchers usually use the early 1980s as the beginning of the birth of this group and the mid-1990s to the early 2000s as the end of birth. See: Arum Faiza, Sabila J. Firda, et al., Millennial Metamorphosis, (Kendal: Ernest, 2008), 22.
⁵ Arum Faiza, Sabila J. Firda, dkk, Arus Metamorfosa Millenial, (Kendal: Ernest, 2008), 22.
⁶ Rofik Efendi, “Internet Untuk Pendidikan”JurnalRealita, Volume. 6 (Juli 2008), 233.
Digital Era” but rather “Neo Digital Era” because the digital world has spread and experienced developments that are more advanced.

One of sales is promotion. Sales are often done through social media tools or commonly called digital marketing. This indicates that IT era is really expanding such as unlimited distance; trade competition from any region can enter this digital world.

Therefore, IAIN Kediri students must have an interest in becoming entrepreneurs. The interest in entrepreneurship will make someone more active in seeking and utilizing business opportunities by optimizing their potential so that they have a great opportunity to participate in developing the economy through entrepreneurship.

This research is a qualitative field study which aims to find out how far students apply entrepreneurship by utilizing technology. Data collection in this study uses three techniques, namely observation, interviews and documentation. This research was conducted at IAIN Kediri. The population of this study were all IAIN Kediri students from the faculty of syari’ah, the sampling technique used was purposive. Proportional random sampling to take a sample of seven people.

Previous research; Model Konseptual Intensi Berwirausaha Berbasis Teknologi Informasi (TI). Heru Kurnianto Tjahjono and Majang Palupi (2014) explain construction propositions in entrepreneurial personality have a positive influence on IT-based entrepreneurial attitudes, IT-based subjective norms of entrepreneurship and IT-based entrepreneurship risk perception. Theoretically this research has illustrated that the modification of the concept of TAM and TPB has explained the phenomenon of students’ intention to behave in this case the desire to become IT-based entrepreneurs. Dewi Irmawati (2011) Pemanfaatan E-Commerce Dalam Dunia Bisnis explains the use of internet technology, great benefits to the competitive business world. With the existence of electronic commerce (e-commerce) services, customers can access and order from various places using laptop / notebook or with a Personal Digital Assistant (PDA) or using wifi technology.

In addition, Muladi Wibowo (2011) Pembelajaran Kewirausahaan Dan Minat Wirausaha Lulusan SMK explains the interest of vocational students to entrepreneurship after graduating from school can be caused by internal factors, external factors, learning factors and instrument readiness factors. Entrepreneurship learning activities provide the highest contribution to the interest of vocational students in Surakarta City for entrepreneurship after graduating from school.
Entrepreneurship Education at IAIN Kediri

Entrepreneurship is derived from the word entrepreneurship in English, unternehmer in German, and ondernemer in Dutch. Whereas in Indonesia it is called kewirausahaan, while the entrepreneurial comes from French, namely entrepreneurship which means adventurer, risk taker, contractor, entrepreneur (the person who seeks a particular job), and the creator who sells his creation.7

According to Peter. F. Drucker, entrepreneurship is the trait, character, and characteristics inherent in someone who has a strong will to realize innovative ideas into the real world of business and can develop them strongly.8

An entrepreneur in his mind always tries to find, utilize, and create business opportunities that can provide benefits. Loss risk is common because it holds the principle that the loss factor must be there. In fact, the greater the risk of loss that will be faced, the greater the profit opportunities that can be achieved. There is no term loss as long as someone does business with courage and calculation. This is what is called the entrepreneurial spirit.

One of the subject matter in the syari’ah faculty of IAIN Kediri is entrepreneurship. So of course, entrepreneurial material has become the subject of study in classes. If we read and look at the biographies of the leaders of entrepreneurs or successful people, it will appear that the character, attitude, and mentality of entrepreneurship emerge through a long struggle. If this is the case, entrepreneurship is owned by someone after undergoing learning by doing process which means that it must be practice for entrepreneurship or can it be learned from textbook. Regardless of how entrepreneurship is learned, learning by doing or studying textbooks is equally important.

Entrepreneurship education at IAIN Kediri has a material curriculum on entrepreneurship taught to students both theoretically in the form of management, marketing, business feasibility studies, micro and macroeconomics and accounting. This of course has become a theoretical material for someone who wants to enter business, but few students are involved in the business. It is evident that students who have little interest in starting a business and also students in applying entrepreneurship are practically less than optimal at IAIN Kediri. In this case, the orientation of education at IAIN Kediri, in general, only prepares workers.

8 Winarno, Pengembangan Sikap Entrepreneurship dan Intrapreneurship (Jakarta: PT. Indeks, 2011), 11.
This phenomenon is a product of the education system that we have been running. Humans produced by education in Indonesia still lack good personality traits, many of our education graduates only have low levels of cognition (knowledge and understanding) have not reached a high level (analytical, synthesis, and evaluation), their insights and creativity are still weak, so that they have not been able to face various challenges in various life challenges and have not been in harmony with Islamic values (insan kamil). Therefore, it is necessary to develop the character of students who have a strong mental spirit.

However, not only students must be evaluated but also teachers. A premise states; "If you want to know the quality of a country’s education, you can see the quality of the teacher," or it can be reversed: "if you want to see the quality of the teachers, then look at the quality of the students." This can be seen how the differences in the quality of IAIN Kediri students compared to other universities. If this is related to entrepreneurship lessons, the lecturers must master the fields to be taught such as entrepreneurship, provide new discourse, instill discipline, develop critical thinking and encourage further learning, so that lecturers are able to teach professionally.

Nevertheless, there are still some IAIN Kediri students who are involved in the business, such as culinary, screen printing, convection, printing, clothing or coffee shops. These students from various majors are not only majoring in economics but also other departments.

In entrepreneurship education, it is important to foster interest in entrepreneurship in students. This is an important study to start business. From the aspects of teaching and learning, lecturers provide direction to foster interest in entrepreneurship and ways of doing business so that students have an interest in business.

However, practice of syari'ah students at IAIN Kediri is still lacking. The need for practical learning is sufficient for students of IAIN Kediri so that syari’ah students really understand the real conditions in the field and find solutions to various business problems that exist through theories that have been studied. For this reason, there is a need for an effective practice curriculum in applying theory by creating an efficient system of learning and teaching.

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10 Iskandar Tsani, Problema Peningkatan Mutu Pendidik, Jurnal Empirisme Volume 22, No. 1 Januari 2013, 1.
In addition, Shari'ah faculty is very broad that it is less focused on one of the departments that is different from those in other universities such as UGM, UB, or UNAIR which have departments that only cover businesses so that students focus on studying the field of science.

Social Media-Based Entrepreneurship in IAIN Kediri Students

The type of online business that is currently very much run by young people today is selling online. It is selling by offering a variety of diverse products through online both physical and digital products. To promote their products, they use social media such as Facebook, Twitter, and Instagram. In addition, they also utilize the marketplace to get buyers. Some of the marketplaces currently used by many young people to sell online are Bukalapak.com and Tokopedia.com.¹¹

Social media is an activity carried out by many people in one particular period of time through internet-based technology, so that there is a connection between users and forming a particular community. Social media is an online media that supports an intense relationship between individuals in using web-based technology.¹²

The development of business from year to year has experienced development, which initially only communicated from mouth to mouth, but now there is no more boundary space either place or time. Openness of information flow concerning the development of science and technology in this era has an impact on the environment and society.¹³ Information technology is experiencing progress every year so that now the means of communication are social media. Not only education, but also business is used as material to use it.

Application of entrepreneurship is not so easy, it takes courage in entrepreneurship because many possibilities that occur are not as expected. Therefore, we need debriefing and mental preparation for students to improve HR in the field of entrepreneurship because the risk of losing money, going bankrupt and failing will occur.

¹² Rangga Aditya, Pengaruh Media Sosial Instagram Terhadap Minat Fotografi Padakomunitas Fotografi Pekanbaru, Jurnal FISIP Volume 2 No. 2 Oktober 2015, 2.
Entrepreneurship presents the development of entrepreneurial theory into three stages; 1) theories that prioritize business opportunities. This theory is called economic theory, namely entrepreneurship will emerge and develop if there are economic opportunities, 2) Theories that prioritize people’s responses to opportunities, namely Sociology theory, which try to explain why some social groups show different responses to business opportunities and Psychological theories that try to answer the characteristics of individuals who distinguish entrepreneurship and not entrepreneurship as well as individual characteristics that distinguish successful and unsuccessful entrepreneurs and 3) Theories that prioritize the relationship between entrepreneurial behavior and the results. Entrepreneurship is the nature, character, and characteristics inherent in someone who has a strong will to realize innovative ideas into the real world of business and can develop them strongly.\(^{14}\)

The application of entrepreneurship at IAIN Kediri is still less enthusiastic. They choose to work as employees rather than doing their own business. This is due to some lack of capital, lack of mentality and lack of strong will. Even so, there are a few students who choose to study entrepreneurship.

Among some students who are self-employed using social media are those who optimize social utilization well in the sense that students use social media facilities with their respective information technology skills and links on their respective social media groups. Sometimes there are only those who just promote through the free paid WhatsApp, Facebook and Instagram group but there are also those who have all shops or marketplaces with systemized digital marketing systems such as Customer Service, SEO (Search Engine Optimization), Web Design, Facebook Ads, Google Ads\(^{15}\) and Monetize Instagram.


\(^{15}\) SEO (Search Engine Optimization) is a decision to learn how to optimize a web in order to get the top position or first page on search engines by using keywords (keywords) that have been targeted.

\(^{16}\) Google Ads is Google Ads is an online advertising platform developed by Google, where advertisers pay to display short advertisements, service offers, product listings, video content, and result in the installation of cellular applications in Google ad networks to web users.
Online business is like other business in general. If managed well and professionally, it will produce multiple profits. However, if it is not managed properly, it will have the opposite effect, no benefit but a loss.\footnote{Anton Ramdhan, \textit{Sukses Bisnis Online}, (Jakarta: Media Press, 2016), 2.}

Few students have mastery in doing business online that have experienced progress. The results of interviews with one, Suyuti, of the respondents who had the marketplace said:

That online business has 3 important points to consider: products, advertising and CS (customer service)\footnote{See, “Bisnis Online Wajib Terdaftar di Kementerian Perdagangan”, \textit{Harian Kompas}, 22 September 2014.}. Many intermediary media can be used as intermediaries in selling products through online: Facebook, instagram, what’s app, group buying and selling stalls, shopee, and tokopedia or through paid social media facebook ads and Google ads. But what is more widely used by IAIN Kediri students is Facebook, because Facebook now controls social media including instragram and also Whatsapp. And also, Facebook has many market places, whether it has paid (facebook ads) or free (groups open booths, groups buy and sell, etc.)

The results of interviews with students who opened screen printing services, Aminullah, said that in terms of products, before wanting to do business online entrepreneurs have a product and criteria for products that are usually sold in the market in social media, namely beauty products, herbs, fashion (clothing, shoes, bags, etc.) and other products that are more hits on social media or products that are more hits because they are used by famous artists. But in this case the products that are marketed by students are that there are some products themselves and some are shopping from online applications (pedea, shopee, lazada) then sold on the marketplace or commonly called a reseller.

Regarding products, director general of domestic trade Srie Agustina said that even if transactions in online businesses are digital, trading contracts in electronic transactions must still include information regarding identity, goods specifications, goods legality, transaction value, payment terms and time, return procedures, and procedures of delivery.

From social media advertising, the most appropriate is Facebook. In online advertising business, IAIN students who are entrepreneurial choose the right media as a means of advertising to market Facebook, ATMs, WhatsApp or through paid media whats app and Google ads. the instragram is seen from the hashtag or follow up. The IAIN Kediri students who are
currently involved in the online business by using social media, on average, use unpaid Instagram, Facebook and WhatsApp.

But all social media have a target for each advertising user. From paid advertising, the product will appear automatically when the business user has paid the money to Facebook and the ad will be able to be used according to the target target of the product to be bought. If the target of the product is teenagers, the ad will appear to teenagers or the target is someone who likes soccer, advertising will appear on social media (Facebook, Instagram) automatically. Or it can also be sent through groups to buy and sell on Facebook for free. From the customer service to serve customers, they should serve customers as well as possible by giving greetings, explaining products, telling excellence and excess products to buy. The use of paid and non-paid advertising through social media has the impact of the difference in the ratio of sales amounts as shown below.

<table>
<thead>
<tr>
<th>Product and service</th>
<th>Number of consumers with free social media use</th>
<th>Number of Consumers Using Paid Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing</td>
<td>3 persons/day</td>
<td>6 persons/day</td>
</tr>
<tr>
<td>Digital Printing</td>
<td>6 persons/day</td>
<td>10 persons/day</td>
</tr>
<tr>
<td>Handicraft Manufacturing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Wooden Clock Decoration)</td>
<td>4 persons/day</td>
<td>Not using</td>
</tr>
<tr>
<td>Flanel flower</td>
<td>3 person</td>
<td>Not using</td>
</tr>
<tr>
<td>Makroni</td>
<td>5 persons/day</td>
<td>Not using</td>
</tr>
</tbody>
</table>

The system of paying online business using Facebook ads is first owner to pay to Facebook ads then submit to the admin to advertise the product according to the marketing target automatically. If the target is a teenager or an adult then advertising will automatically pay the ads automatically on social media with the number listed CS (customer service) and managed by CS then if consumers are interested, then they will contact CS then CS serve customers by explaining advantages, product advantages or offering products then if consumers are interested in buying, CS will serve by telling them that shipping costs are charged and provide shipping services which the buyer wants through JNE, post office or JNT, then CS recap data that has been purchased.
Supporting and Inhibiting Factors of Social Media-Based Entrepreneurship

To create a new one requires the ability of these individuals to face challenges in business as well as the ability to have brilliant business ideas so as to open up opportunities to expand their business activities. For that entrepreneurship education, the role of lecturer as a facilitator in motivating, directing and preparing prospective graduates to have strong motivation, courage, ability and other supporting characters in establishing a new business.\(^{19}\) For this reason, in developing an entrepreneurial spirit, it can start from school so that when they finish school they can develop their business.

In entrepreneurship in the millennial era, there are factors that cause IAIN Kediri students to become entrepreneurs, including supporting factors and inhibiting factors:

a. Supporting factors
   1. Supporting environment, whether family environment or social environment of students who are self-employed by using online so that learning online business through the environment around either friends or your support.
   2. Experience, defined as individual work experience before deciding entrepreneurship as a career choice.
   3. Needs for that encourage individuals to produce the best.\(^{20}\)
   4. Having high interest and courage, namely having the will for high entrepreneurship and brave souls with a high mentality.
   5. The participation of students in training, seminars or entrepreneurship courses so that students get the knowledge or direction obtained from the training or seminar.
   6. Having skills, students must have professional abilities and master the technology and information today in order to compete with other business people.

b. Inhibiting factors for social media based entrepreneurship
   1. There is no material or non material capital
   2. The environment that is not supportive, so that students do not have the influence to do business from the surrounding environment.

\(^{19}\) Siti Munfaqiroh, Faktor Yang Mempengaruhi Wirausaha Wanita Miskin Untuk Mencapai Keberhasilan Usaha, Jurnal \textit{JIBEKA}, Volume 10 Nomor 1 Agustus 2016, 58.
3. Lack of encouragement from teachers in entrepreneurship, in this case when lecturers provide subject matter only teaching without direction and guidance to students who want to become entrepreneurs.

4. Less open opportunities and business opportunities such as holding job fairs and opportunities at IAIN Kediri so that students who are self-employed can promote through the event or purchase services or products for the students themselves.

5. The lack of HR skills in students about knowledge utilizing internet technology in the teaching and learning process they do. So it is necessary to study computer applications whose curriculum lessons are related to business information technology.

6. Student human resources are still low, in the sense that they have not dared to start doing business and the mentality that is not strong and the personality of the students is more inclined.

7. Lack of interest in IAIN Kediri students to become entrepreneurs.

**Conclusion**

Based on the results of this study it can be concluded that entrepreneurship education at IAIN Kediri is still less effective. The lack of student interest in entrepreneurship and the application of social media-based entrepreneurship to Kediri IAIN students is still not optimal. Therefore, entrepreneurship education at IAIN Kediri is oriented towards preparing labor rather than creating workplace.

For this reason, there is a need for supporting factors from all aspects so that students have the drive to entrepreneurship by cultivating practitioner skills from students through training, seminars and entrepreneurial courses.

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