

Existence of Millennial Attitude in Using social media As Small Medium Micro Business Development (Study on Millennials)

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Abstract

Currently in Indonesia not a few millennials have used social media as a bridge to start entrepreneurship. Those who have used social media properly will definitely see the opportunities they can get. The purpose of this study was to determine the role of social media, especially Instagram, to help develop an olshop business such as bajukenang.id. In this study using qualitative and quantitative data types, using data collection techniques through the process of interviewing, observation, and documentation. The results of this study are based on data analysis, it can be concluded that Bajukenang.id can apply social media properly and correctly, and social media is able to help develop a business.

Keywords

millennials; social media
instagram; UMKM



I. Introduction

At this time the attitude of millennials spends more time playing gadgets and accessing the internet than just chatting and socializing with the surrounding social environment. In social media, there are accounts or applications to share photos, videos, status updates, greet each other and meet virtually. With their ability in the world of technology and existing facilities, the millennial generation can show their existence, and get opportunities, opportunities, and can feel the benefits of using social media properly and correctly. Social media is not only a place to have fun, but also serves as a new intermediary tool for exchanging information, starting a business and growing your business.

Currently in Indonesia, not a few millennials have used social media as a bridge to start entrepreneurship. Those who have used social media properly and correctly will definitely see the opportunities they can get Not only popularity alone can even generate Rupiah coffers. This is used by those who want to have their own business, but there are also those who want to start a business because of the lack of capital they have to open a shop, so millennials take advantage of the existing media, namely media social. Social media has a wide reach, not only used by young people, but can be used by everyone. In this digital era everything is easy, many are using social media as a place to do business, the social media commonly used are Instagram, Facebook, Whatsapp, etc. Social media is an example of a relatively recent development of information technology (Marbun et al, 2020). Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed appearance and state, someone can carry out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language, but communicating through social media do not have to pay attention to it, sit back with a cup of coffee and use casual clothes a person can carry out communication activities (Marlina, 2020).

As a millennial and social media user, I can see and feel the role of social media in today's era. Young people are more likely to choose social media as a priority, but it can also be seen that social media is able to provide a positive role for young people, which can help develop their business. Thus, it can be said that social media also has a positive role to help start and help develop the business that we have. Social media can really help millennials to start entrepreneurship and develop businesses they already have, only using gadgets and quotas are able to promote their own business and can work anywhere.

Bajukenangan.id online shop that sells various outfits. At first, Bajukenangan.id was engaged in a thrift shop items second motifs vintage , which focused on shirts. But now Bajukenangan.id focuses on thrift shops because at first they saw a huge opportunity for teenagers and at that time there were thrift shops in Bali so they decided to open a thrift shop on October 3, 2019. It's been longer than the thrift shop now. Bajukenangan.id has innovated to sell several self-produced projects such as tie dye and other women's clothing.

II. Review of Literature

2.1 Sjafirah

Prasanti (2016), existence is defined as existence. Where the existence in question is an influence on our presence and absence. This existence needs to be given to us by other people, because the response from the people around us proves that our existence is recognized. The issue of the need for the value of existence is very important, because it is a proof of work or performance in an environment.

2.2 Millennials

The first-generation theory was expressed by a Hungarian sociologist named Karl Mannheim in an essay entitled "The Problem of Generations" in 1923. Since the emergence of Generation Theory until now known by several generations as Baby Boomers, born (1946-1964), Generation X, born (1965-1980), Generation Y, born (1981-1994), and Generation Z, born (1995-2010), Generation Alpha, born (2011-2025). These generations are witnesses to the changing times. Regeneration that occurs naturally makes changes to the rules, attitudes and leadership styles of each generation itself.

2.3 social media

Philip Kotler and Kelvin Lane Keller (2016) social media is a medium used by consumers to share text, images, sound and video information both with other people and companies and vice versa. Social Media is a tool in conveying information from a person to a person or group of people, to achieve individual goals and group goals.

Social media is a media platform that focuses on the existence of users that facilitates them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond.

2.4 Micro, Small

Medium Enterprises Micro, Small and Medium Enterprises (MSMEs) are a good forum for the creation of productive jobs. MSMEs are labor-intensive businesses, do not require certain requirements such as higher education levels, worker skills, and relatively little use of venture capital. and the technology used tends to be simple. Until now, MSMEs still play an important role in improving the Indonesian economy, both in terms of the number of businesses, in terms of job creation, as well as in terms of national economic growth.

III. Research Method

The object or location of the research in this study is in one of the online shops, namely Bajukenangan.id. The types of data used in this research are qualitative and quantitative data. The source of the data used is primary data through direct interviews with informants, and secondary data obtained through social media Instagram Bajukenangan, id. The informant determination technique used by the researcher is using a purposive sampling technique, with details of the informants interviewed, namely the Bhineka Muda business leader consisting of the owner Bajukenangan, id and 4 informants as customers. the researcher himself. (Human instruments).

3.1 Data Collection Techniques

There are several data collection techniques used by researchers to obtain data in this study, namely as follows:

a. Observation

The first data collection technique was carried out by researchers through observation activities at the research site. The observations that the researchers made were on the atmosphere at the location, seeing activities on the official Instagram account.

b. Interview

Data collection techniques were also used, namely through interviews with the informants. Interviews in this study were conducted by interviewing several informants who had been determined by the researcher using purposive sampling technique, namely the owner and customer of Bajukenangan.id.

c. Documentation

Another data collection technique used by researchers in this study is through existing documentation media. Researcher also collected data obtained through several documentation media, such as official social media owned by Bajukenangan.id.

3.2 Data Analysis Methods Data

Analysis in this study is the process of systematically searching and compiling data obtained through interviews, observations, and collected documentation. The data analysis technique used in this study is qualitative analysis. The analytical steps used are:

1. Data Collection
2. Data Reduction
3. Data Display
4. Conclusion Drawing /Verification (Withdrawal of Conclusions and Verification Process)

3.3 Data Examination

Techniques Data examination techniques in this study were carried out in 2 ways, namely by source triangulation, namely connecting information from all informants and also technical triangulation, namely looking for relevance from observations, interviews, and also documentation.

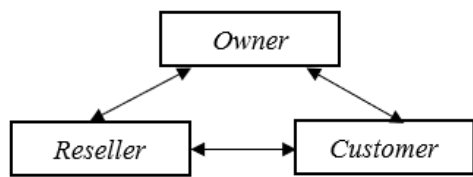


Figure 1. *Triangulation of Sources*

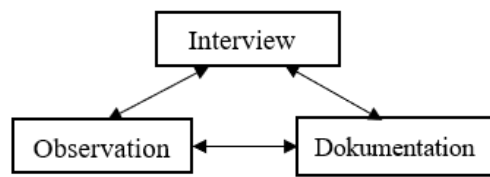


Figure 2. *Triangulation of Techniques*

IV. Result and Discussion

Based on some of the research findings that have been described previously, it can be generally understood that the use of social media as the development of micro, small and medium enterprises in Bajukenangan.id is very helpful in its implementation. This is in accordance with what was stated by Anak Agung Sagung Mirah Oktaviani as the owner of Bajukenangan.id, where Gung Mirah really wants to start a business and develop her business through social media, especially Instagram. Some research findings related to the use of social media as the development of micro, small and medium enterprises at Bajukenangan.id can be seen from certain aspects in the following discussion.

3.1 Utilization of Instagram social media as Business Development at Bajukenangan.id

In accordance with the findings that researchers have obtained in the field through interviews with the owner of Bajukenangan.id regarding Instagram social media which can help in business development, and which have been described by previous researchers, where the researcher found some unique findings in the field according to the information obtained through the owners of Bajukenangan.id. The researcher found several similarities in the statements submitted by the owner, that the owner chose to start a business and develop his business through social media, where the social media used was Instagram. Therefore, Gung Mirah trusts social media more, and states that in developing her business she has absolutely no interest in developing her business through offline where opening an offline store requires quite a lot of money, sometimes after opening an offline store it cannot guarantee The business that we have will develop, such as when we only focus on creating olshops that only use Instagram as a social media platform. Social media has its own characteristics to carry out product promotion activities to its consumers. Social media has its own characteristics, as stated by Kurniawan (2015), stating the characteristics of social media are:

1. Can do promotion and marketing at any time as long as it is connected to the internet network.
2. Has a wide and unlimited reach.
3. Can choose a variety of existing social media, such as Instagram.
4. Able to disseminate information quickly.
5. Easy consumer access.
6. Promotion time has no limit or 24 hours.
7. Prone to the existence of a risk.
8. Low promotional costs because there is no need to print posters or place advertisements in the media. Only by using the hashtag (#) and the endorsement are able to carry out promotions at no cost, but can be reached by the public.

As can be seen from the phenomena disclosed, this has also begun to become the basis for other business actors in determining whether to use social media as land to develop a business they own. In other words, through this statement, it means that social

media is able to help develop a business by helping through promoting the goods we sell. Regarding the hashtag (#) it is usually included when posting photos of the products sold by olshop, according to Habibi & Cahyo (2019) stating that Hashtag (#) also allows users to easily follow the topics they are interested in. With regard to hashtags (#) which can help someone more easily get the topics they are interested in, the endorsement can also help to make it easier for someone to get information about the goods they want to buy, the endorsement in question is by using the services of a celebrity or celebrity Instagram, where The celebgram has a role on social media Instagram.

According to Hartini (2016), stating that endorsement of social media that is currently rife is a form of cooperation that is forged by two mutually beneficial parties. This usually happens between online shops and artists or celebrities because they have many followers or fans who can be useful for increasing online shop sales and certain products and services.

According to the researcher's point of view, it is true, with the use of social media, especially Instagram, it can help develop the business owned by Anak Agung Sagung Mirah Oktaviani as owner of Bajukenangan.id.

Bajukenangan.id does not have an offline store, only using existing social media, namely Instagram, which can help develop the name Bajukenangan.id. Currently, Bajukenangan.id is not only known by millennials in Bali, but also known outside Bali. This is because of the help of the role that Instagram has, and someone who has a name on Instagram itself, namely Selebgram where Selebgram also has a role to help promote a product of one's business, and with that, the Selebgram and olshop both have their own advantages, where The celebrity gets a fee from the services provided, and olshop gets the feedback on the number of people who know about the business.

3.2 Service Quality and Product Quality

Based on the research findings that have been presented, researchers can find out the role of social media that can help in developing a business, it can also run well because of the attitude given by the owner, which has been said by several customers from clotheskenangan.id, the owner gives a good attitude, where in responding to chat from customers very well, polite and fast response. With the attitude given, it can provide more value from customers. In addition to this, the good service provided by oweneri can help give a good impression to olshop owned, as well as provide a sense of security and comfort to customers so that customers feel happy to make transactions at Bajukenangan.id, and can even make repeat orders. This also includes improving the quality of service. According to Parasuraman, et al. (in Purnama, 2016) which says the comparison between the service perceived by consumers and the quality of service expected by consumers. Related to this statement, there is a theory that is in line. Likewise, the findings of Dubey & Srivastama (2016), show that service quality has a positive and significant effect on customer relationship management and customer loyalty. Besides that, according to Lestari & R (2019) and Tripayana & Purnomo (2020) stated that improving product quality and service quality can have a positive and significant effect in shaping consumer satisfaction and being able to create consumer loyalty for MSME actors. It can be seen that service quality is the perfection of service to achieve customer desires or expectations.

Bajukenangan.id already has a good level of service quality according to the views of its customers. In addition to having good service quality, Bajukenangan.id is also known to have good product quality. This can be seen from several statements given by its customers. Bajukenangan.id is an olshop that sells priloved-themed, where the clothes are clothes that have been used by other people, which are then resold. However, the

quality of the clothes being sold still has a very good quality level, and can still be resold and still fit for use. Related to this, the quality of the product is very important for the continuity of Bajukenangan.id.

Based on that theory. Of course, Bajukenangan.id has prioritized the quality of the products they sell, because with this the satisfaction level customers is also guaranteed. With the trust given by customers, they can provide more value, related to this it will affect the increase in income levels.

As explained by the theory above, the researcher got findings from the informant, namely Anak Agung Sagung Mirah Oktaviani as owner of Bajukenangan.id. Researchers can conclude that Bajukenangan.id, experienced a lot of increase in income in June and July 2020, this was due to an increase in sales that month, customers not only from the island of Bali but also from outside the region. Here you can see the role of social media where Instagram with the hashtag (#) and endorsement is able to help develop a business and is able to help develop income from a business. Thus, it can be concluded that social media can not only be used for expression, only uploading photos or videos and snapgrams, but can be used as a place to get rupiah coffers, this also happens if people can use it well.

3.3 The Impact of the Covid-19 Pandemic on the Sustainability of a Business.

In The business world, of course, there are phases where there will definitely be an obstacle, whether it's internal or external to the business. Based on interviews and observations made by researchers, there is a finding that states related to the impact of this covid-19 pandemic, when interviewing the owner of Bajukenangan.id which can be seen on page 30, where when Gung Mirah said, that: "pandemic Covid-19 also has a constraint effect on the business he owns. This is because, Bajukenangan.id has priloved clothing suppliers outside Bali, which usually before the Covid-19 pandemic could import the clothes to Bali at any time, but in line with the pandemic, it was difficult for the clothing suppliers to get their goods to Bali. These clothes are of course the main items sold by this Bajukenangan.id. Constrained by the pandemic that prevented the entry of these clothes, Gung Mirah felt restless, she didn't want the business she was running to stop in the middle of the road."

The Covid-19 pandemic is not only constrained by Bajukenangan.id but in all sectors, not only from the trade sector, but in the tourism sector, and so on, not only in Indonesia, of course. In line with these findings in the research of Hardilawati, (2019) and Setyorini et al., (2019) concluded that e-commerce has a positive and significant effect on increasing the marketing performance and income of MSMEs. Bajukenangan.id not only utilizes Instagram social media but also utilizes marketplace, namely Shopee. In addition to social media marketplaces such as shopee, lazada, pedia stores, zalora and so on, they can also be places for doing business. Hendrawan et al.,(2019) stated that digital marketing has a positive and significant impact on increasing MSME sales.

In a pandemic situation like today, people are expected to do a lockdown and stay at home to reduce people who will be exposed to the virus. By just staying at home, of course, access to selling or shopping will also take advantage of e-commerce. MSMEs at this time are indeed many who take advantage of the existence of social media and marketplaces as a support for the continuity of their business to keep running and to earn an income every day.

According to the views of researchers related to the discussion and theory above, it is true that the COVID-19 pandemic is not only felt by a few people, but all Indonesians and foreign people can feel it too. In this case, of course, there are daily expenses, no matter

what the circumstances are, the expenses will never stop. For people who have a business or are just starting a business to meet their daily needs, utilizing social media and marketplaces, which of course are very well known among them, and of course there are no difficulties in using them.

V. Conclusion

Based on the results of the discussion on social media as the development of micro, small and medium enterprises in Bajukenangan.id, the following conclusions can be drawn:

1. It is generally understood that by utilizing social media, it is able to help develop a micro, small and medium enterprise. For example, Gung Mirah as owner of Bajukenangan.id who has succeeded in developing his business through social media, especially Instagram.
2. Bajukenangan.id was developed by owner using only social media, especially Instagram because, according to Gung Mirah as owner, developing a business through an offline store does not necessarily guarantee that the business can develop.
3. With social media, Instagram can make promotion easier by using hashtags (#) and the endorsement system. Where the endorsement assisted by the services of artists and celebrities.
4. With the covid-19 pandemic creating an obstacle where Priloved which are the main products are difficult to enter the island of Bali, owner tries so that the business he has built does not stop in the middle of the road, therefore Gung Mirah as owner makes a new product, namely the clothes that he designed himself, so far there have been five items of clothing that have been produced by himself. And of course, the clothes are not inferior to the priloved that are sold by Bajukenangan.id.
5. There are resellers who feel comfortable collaborating with Bajukenangan.id, although initially they decided to take a break due to several factors, but decided to return to being active as a reseller again.

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