

## THE PROCESS OF BUILDING AN ENTREPRENEUR AND OWNER OF SERVICES COMPANY ME SOCIAL MEDIA & MARKETING SERVICES

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### ABSTRACT

*The role of an entrepreneur evidently can't be separated from the business that he built. The aim of this study is to understand the process of building an entrepreneur to the owner of a service company ME social media & marketing services. The subjects selected as informants in this study is Merlianny Effendi as the owner of ME social media & marketing services and Anny Effendi as the mother of the owner of the aforementioned company, while the object in this study is the owner of the ME company social media & marketing services. This research uses descriptive qualitative approach. Methods of data collection conducted through interviews is supported by documentation of data as well as direct observation of the company. Interviews are used to find out the process of growth of the informant to become an entrepreneur. The results of this study show that the process of building an entrepreneur starts from having parents who have a background as an entrepreneur and the next stage is to develop existing skills then have a business and the stage that encourages is get formal entrepreneurial education then the next stage is to have a unique experience and finally this process ends with the associated entrepreneur building the ME csocial media & marketing services company.*

**Keywords:** Entrepreneur, Entrepreneurial

### INTRODUCTION

The growth of MSMEs in Indonesia is increasing from year to year. Many MSMEs have good products but are not good in their product marketing. SMEs tend to pay attention to how to produce but often forget about how to introduce the products that they have created to the public as their arget consumers. In fact, the average MSME has a new product that is not known to the public that needs brand awareness that can be obtained from the way these products are marketed and introduced. In addition, with the increasing presence of MSMEs it can be said that product marketing will be more rigorous.

Aside from that, it can be said that the fact is internet users in Indonesia increases from year to year as shown in the graph below.

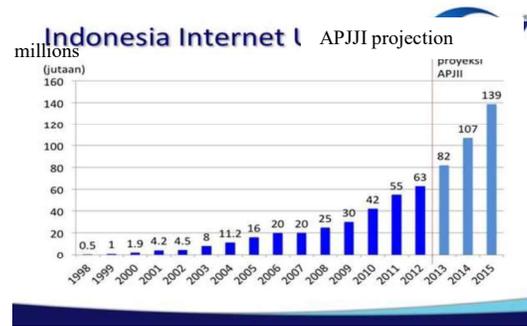


Figure 1. Graph of Internet Users in Indonesia

Source: <https://www.digitalnewsasia.com>

It can be seen from the graph of internet users in Indonesia that the growth of the use of internet increases from year to year so that it can be inferred that the Indonesian public grows closer and more dependent to internet connectivity. As Prahalad and Ramaswamy (2004: 57) say that the capabilities of new technology are meaningful or beneficial to the consumer only when the technology can be perceived to be beneficial to the consumer through experience. It can be concluded that the existence of innovation through technology must be felt and is very close to the consumer or the user. When it comes to business related to virtual media life it is a golden opportunity because nowadays everyone is so close to the technology that they themselves can sense the innovation and utilize the innovation through the technology that they use.

ME Social Media & Marketing Services is present in the midst of Surabaya society to fill in the practical gap between SMEs as a party that requires marketing with consumers who need MSMEs products and have a lifestyle trend that depends on the internet therefore ME Social Media & Marketing Services presents. According to Kotler and Armstrong (2012: 6), the meaning of marketing is the process by which companies create value for customers and build strong relationships with consumers to capture the consumers' value in return.

To be an entrepreneur one must certainly have creative and innovative thinking and always be in search of new breakthroughs. Companies that have successful innovation naturally can't be separated from the role of its owner. Like the success story of Ir. Ciputra, who was originally a grocery seller who has a dream of turning rubbish into gold. This dream is realized in the Ancol area that was originally shanty and abandoned and was transformed by Ciputra into the wonderful *Taman Impian Jaya Ancol* (Ancol Dreamland). Currently Ir. Ciputra is well known as a successful property entrepreneur who oversees PT. Ciputra Group, PT. Metropolitan Group and PT. Jaya Group. Then there is Maspion company that can not be separated from Alim Markus, a man who since the age of 15 years had the dream of becoming a successful entrepreneur with diligence and hard work in helping his family business and now has successfully changed his family's life from a family living in a 4x4 meter tenement to a family that now owns up to 53 subsidiaries. In addition, the success story of Chairul Tanjung, also known as the cassava boy, started his success story since he was a student in UI (*Universitas Indonesia*, University of Indonesia) working with the photocopier owner to place his goods under the university's stairs brought him to his current state as founder and owner of CT Corp which has various successful business units in Indonesia. Similarly, one of the leading companies Apple's can not be separated with Steve Jobs or the social media company Facebook is closely linked to Mark Zuckerberg.

The process of building a service company ME Social Media and Marketing was certainly not a very smooth experience for the owner. The owner experienced a lot of ups and downs while building this business. Merlianny Effendi is one of the successful young women who succeeded in establishing her own business ME Social Media and Marketing Services. Knowing this, the authors would like to explore the history of the development of the entrepreneur who created the service sector business ME Social Media & Marketing Services by the name of Merlianny

Effendi. Therefore the authors would like to take the research topic titled, "The process of building an entrepreneur and owner of services company ME Social Media & Marketing Services"

**LITERATURE REVIEW**

Entrepreneurship is believed to have evolved since the 11th century BC in ancient Phoenicia, at that time there was a flow of trade from Syria to Spain by people who is willing to take risks, facing uncertainty and explore something that was not known previously. The word entrepreneur originates from the French language, consisting of the word *entre* meaning 'between' and *prendre* which means 'take'. So the word entrepreneur is basically used to describe people who dare to take risks and start something new. While in the business world, the term entrepreneurship only recently emerged in the 1980s to date (Wijatno, 2009: 1).

According to the Indonesian Dictionary, entrepreneurs is defined as smart or talented people that recognize new products, develop operations, determine how to produce or procure new products, market them and manage their operational capitals.

Barringer and Ireland (2015: 5) suggest that entrepreneurship is a process where individuals pursue opportunities regardless of the resources they currently control. Entrepreneurial behavior (entrepreneurship) is to identify opportunities and provide useful practical ideas. The core of such behavior can be expected in individuals or groups and usually requires creativity, encouragement, and the willingness to take risks

According to Sumarsono (2010: 4) entrepreneurship is the ability to innovate in order to allocate economic resources from low productivity areas to high productivity area. A different definition is found in (Zeiders, 2000: 10) Entrepreneurship begins with an idea or dream, almost everyone has an idea for a new or better product or thinks about the required service but no one provides it. Therefore entrepreneurship is an art of turning dreams into reality. Soegoto (2014: 5) adds the attributes attached to the qualities that must be owned by entrepreneur which are as the following:

**Table1. Attributes and Qualities of Entrepreneur**

No.	Qualities	Attributes
1.	Confident	Assurance, independence, individuality, and optimism
2.	Result and task oriented	Need for achievement, profit oriented, having patience and diligence, strong willed, hard worker, energetic and having initiative
3.	Risk taking	Have the ability to take risks and risk lovers
4.	Leadership	Leadership spirited, get along with others, love constructive suggestions and criticisms
5.	Originality	Have innovation and high creativity, flexible, well-rounded, have a broad business network.
6.	Future oriented	Perceptive and having a future oriented point of view/ way of thinking.
7.	Honesty and diligence	Prioritize honesty at work and diligent in finishing tasks.

Source: Soegoto (2014: 6)

Researchers used some of the previous studies that serve as a reference to support this research. The first is a study by Singh, Simpson, and Mordi (2011) titled "Motivation to become an entrepreneur: a study of Nigerian women's decisions". This study aims to explore the underlying factors in decision made by some female entrepreneurs in Nigeria to own independent business. More relevant research is a study conducted by Mustapha and Selvaraju (2015) with the research title "Personal attributes, family influences, entrepreneurship education, and entrepreneurship inclination among university students". This study aims to determine factors related to the tendency of undergraduate students in Malaysia to become an entrepreneur. Some of the

variables used includes the influence of personal, family and colleagues attributes, and entrepreneurship education.

Another study relevant to current research is a study entitled "Tracking student entrepreneurial potential: personal attributes and the propensity for business start-ups after graduation in a Portuguese university" conducted by Gerry, Marques, and Nogueira (2008). The purpose of this study is to evaluate the extent to which students from Portuguese universities have a desire to create an independent business after graduation and analyze personal attributes and competencies that may affect the desire to become an entrepreneur

The next related research is the investigation by Suharti and Sirine (2011) titled "Factors influencing entrepreneurial intention: Study of Satya Wacana Christian University students, Salatiga". The purpose of this study is to determine what factors affect the interest of students to become an entrepreneur.

In addition, another relevant research titled "Assessing entrepreneurial intentions amongst students: a comparative study" was conducted by Basu and Virick (2008). The purpose of this research is to determine the relationship between entrepreneurship education and students' interest in becoming a student.

Subsequent research and investigation was conducted by Nurseto (2014) titled "Strategy to grow small and medium-sized entrepreneurs tough". The purpose of this study is to investigate what strategies are needed to grow small and medium entrepreneurs. Variables of this research include education, motivation and technological problems, production problems, marketing problems, financial problems, and a less conducive business environment.

## **RESEARCH METHODS**

To explore the process of building an entrepreneur of the services company ME Social Media & Marketing Services, the method used by the researcher is qualitative descriptive method. Qualitative methods are used to get in-depth data and the data contain meaning. Meaning is the actual data therefore qualitative research does not emphasize on generalization but emphasize more on meaning (Sugiyono, 2014: 15).

This research will be conducted through the exploration of building an entrepreneur in the case of the company ME Social Media & Marketing Services to obtain results in the form of a process overview of an entrepreneur. Researchers serve as a key instrument whereby the researchers should be able to ask, analyze, photograph and construct the social situation in the study clearly and meaningfully (Sugiyono, 2014: 15).

In the process of collecting information, the sampling method used in this study is the snowball sampling technique. Sampling technique using the snowball sampling method or snowball procedure is considered as one mean to determine and find informants in qualitative research (Bungin, 2014: 107). In this snowball sampling method, the informants found are willing to refer the researcher to other informants and enable the development of the referral link to the appropriate informant snowball that the researcher needs. The reference chain constraint of the informant is in accordance with the references given to the company owner, the sample of informants who will start this research include ME Corporate Social Media & Marketing Services owner and mother of the owner of ME Social Media & Marketing Services.

Data collection method is the most important step in the research because obtaining the data is the main goal of the research (Sugiyono 2014: 62). According to Emzir (2011) there are various methods of data collection, a study with the qualitative descriptive method of writing is a data collection method gathered through collecting words or pictures rather than numbers. Such data will be obtained by the authors in this study through several methods of data collection which include:

### **1. Interview**

This study used semi structured interview techniques with the aim that respondents can freely express their opinions and ideas (Herdiansyah 2013). Interviews will be conducted personally with the purpose of research in order to obtain more relevant and open information. Researchers will explore information on the journey of discovery of innovation in ME company Social Media & Marketing Services.

### **2. Observation**

Observation was one method of data collection that has specific characteristics in comparison with other methods because it relies purely on the observation of the researchers themselves (Nazir, 2011: 175). In this study, researchers participated actively in ME Social Media & Marketing Services company and therefore participant observation was chosen by the researchers (Sugiyono, 2014: 204). The data obtained through this method is more complete, sharp and to the extent of able to determine the meaning of any behavior that appears. The data to be obtained is direct activity observation in ME Social Media & Marketing Services office, how to get innovation for client and others.

### 3. Documentation

Sugiyono (2014, 82) reveals that document is a record of the past that has occurred or happened. Documents will be complementary in this data collection method. Documents are needed to see how the business develops, how innovations emerge, and the development of innovation and the impact of innovation thus far. The documents used by researchers is in the form of company's monthly written documents. The data to be taken is the average growth of clients and growth of clients' social media.

A measurement scale is considered valid, when it does what it should and measure what it should so that the study passes in the Validity test. Validity used in this research is member check method, by confirming the data obtained by researcher to the data source. Testing the validity with member check can be seen from the extent of the conformity of data obtained with that given by the data source. If the data found by the researcher is confirmed with the data source then the data is valid and credible or reliable because the information obtained and used in the research is in accordance with what is meant by the data source or informant (Sugiyono, 2014: 129).

Herdiansyah (2013) suggests that the reliability in qualitative research refers to the level of compatibility between the data/descriptions put forward by the subject with the actual conditions. Hence to obtain data from respondents who are in accordance with actual conditions during the interview, the author will provide guidance interview questions in advance so that respondents can prepare answers to questions. In addition, researchers will also ensure that the respondents in good physical condition so that respondents can follow the interview session comfortably and in excellent condition.

## **FINDINGS**

Individual characteristics of the subject of the study includes date of birth, age, gender and family tree. Based on the information obtained from the subject studied it is known that the subject studied was the eldest of 4 siblings, female, and was born on February 17, 1993.

The subject of the study started her business experience since grade 4 elementary school, selling from simple things such as stationery until currently the subject now owns a business in the field of social media & marketing services. She has tried and explored several different fields of business from stationery, chili trading, selling snack, producing and selling footwear, opened English tutoring services up until currently opening a service business in the field of social media & marketin. From this information it can be inferred that the subject of the study developed interest in the field of entrepreneurship since childhood and grew into someone who owns her own business at a fairly young age.

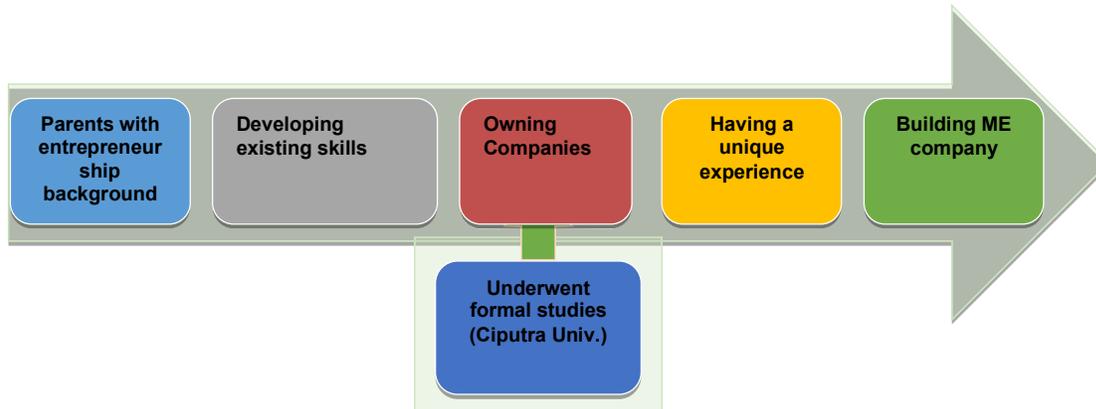
Contextual characteristics, contextual factors are all factors related to academic development and training in other fields that contribute to the process of the formation of an entrepreneur's soul. The results of development occur in the individual of subject studied. Since she was still on elementary school the subject studied have been equipped with additional English language knowledge. Although initially English lesson is made compulsory by her parents but in the end the subject understands the purpose of English tutoring and enjoyed English language tutoring until graduation.

In addition to the English language that became one of the supporting factors in the formation of the subject's capabilities to become entrepreneur, the subject also enrolled in an entrepreneurship-based college that is increasingly building her soul towards becoming an entrepreneur. Studying at Ciputra University became of the factor that contributes to the subject becoming an entrepreneur. Through meeting with many people who share the same vision and

mission and motivational lecturers and experience in making business projects and big events with big profit targets.

## DISCUSSION

The process of the formation of entrepreneur is illustrated below:



**Figure2.**  
**Process of building entrepreneurship in the subject of the study**

The picture above illustrates the process of forming the soul of an entrepreneur in the subject, so the process does not have to be linear and there can be differences in the process of that of other subjects'. The process in the picture above is a process that contributed to the process of building an entrepreneur in the owner of the company ME Social Media & Marketing Services. The researchers found that the first step in the process of building entrepreneurship in the subject studied is to have the entrepreneurial family background. The parents of the subject studied initially worked as a salesman and had a very simple life until they are finally able to inherit the factory business from the grandfather so the subject's parents became entrepreneurs. From there the subject saw that after her parents become an entrepreneur they have more freedom and more time for their children.

The change in her parents' job as a salesman to finally being able to continue her grandfather's business is, of course, felt by the subject studied. Not only does it improve the economy welfare but also added flexibility in more time that can be spent with family. In (Bagheri and Pihie, 2010) it was explained that family influences are an important factor in motivating a person to become an entrepreneur because the family inspires through providing a supportive environment and providing information and resources. The role of a mother in this study also contributed a lot to building entrepreneurship spirit in the subject, ever since elementary school the subject have been encouraged to simple entrepreneurship through giving basic trading knowledge.

From there the subject studied was introduced to the basic world of entrepreneurship to the extent where the subject can feel her own gains from selling stationary so that she is more motivated in selling.

Being able to feel the profit from selling and able to independently afford to buy the things she liked became one of the motivating factor to like selling for the subject studied. Aside from that, praises from the people around her such as parents and family also became another factor that contributes to her like for selling. With the knowledge in basic entrepreneurship that she obtained when she was in elementary school when she entered high school the subject studied started entrepreneurial activities again with her friends.

Not only focused on materialistic matters, the subject studied started selling again when she was in high school because of the sympathy that she felt towards her friends with less than ideal economic conditions. The subject studied was able to see the market demand trend at the time

which was women accessories such as ribbons and hairbands. Aside from that, the subject knew her own ability which was to market product and her friend's handcrafting abilities and therefore she was able to start a different type of entrepreneurship to the one she did which is to produce their own products done by her friend and the marketing was done by the subject.

The subject studied has undergone English language academic learning ever since she was in elementary school until when she was in high school. With the knowledge she gained from finishing the English language program and her mother's motivation, the subject studied was able to become an English language tutor in a centre and was able to independently open her own English language tutoring centre.

After graduating from high school the subject studied finally decided to continue her studies at Ciputra University. The decision to enroll at UC is with the support and encouragement of parents especially the mother of the subject. In addition UC is located in the close proximity to the subject's residence and the mother of the subject see the advantages of UC in the fields of entrepreneurship and after hearing testimonies from families who have enrolled at UC finally the subject is convinced and decided to attend Ciputra University

The subject studied had a goal when studying in UC which is to be financially independent before graduation and to find her passion and interest. The next goal is to be independent financially, to achieve that goal is not an easy process and determination is needed to try to build a business with all the existing targets given by UC lecturers.

Currently the subject felt that the lectures in UC has a curriculum that is adjusted to what is really happening in real life and in the world of entrepreneurship and that is really helpful. Aside from that the targets given by the lecturers helped the subject to achieve something. During her study in UC there was an entrepreneur project programme that made it mandatory for students to own a business, and that was also felt by the subject studied during her attempts in many different fields of businesses.

After attempting several different fields of business, the subject realized that she had a more prominent role in marketing in all the businesses she attempted. Finding passion is not an easy feat and many experiences and trials is needed to know ones' personal interests. From here we can see that the subject studied indirectly found her own passion or interest in the field of marketing.

There was a moment which was the turning point for the subject that initially worked on the campus project to graduate but when her parents went bankrupt, the subject's goal to work on her business project became trying to lessen her parents' burden by becoming financially independent.

When the subject's parents experienced bankruptcy in her job, the subject tried to lessen her parents' burden through different ways. Aside from enrolling to scholarship program to lessen the tuition fee burden, the subject also looked for additional income through tutoring or becoming teaching assistant and earn more through helping her friends and all the while continuing her business that was her university project which is producing shoes and continuing her English tutoring centre.

When deciding on continuing her studies in Ciputra University she made up her mind to become an entrepreneur, but the subject felt a need to run faster to become a successful individual and to not depend on her parents which was when her parents became bankrupt. It can be seen that this moment was the turning point for the subject to run faster to reach her dreams of becoming an entrepreneur. When she became a successful entrepreneur the subject studied was able to fulfill her own needs and lessen her parents' burden and able to graduate from university.

Comparing the process of the subject studied to become an entrepreneur and to that of other publicly renowned successful entrepreneurs, the researchers found a uniqueness in the subject studied. The differences can be seen in the process of building an entrepreneur in ME Social Media & Marketing Services, the company studied, the subject had experience studying in Ciputra University. The success studied was unique since the subject got a formal entrepreneurship education, whereby Ciputra University creates or designed their students to become an entrepreneur.

Compared to Ir. Ciputra where his process story was becoming an entrepreneur in the field of properties. He went through difficult and unforgettable condition when he was 12 years old

when his father was captured by the Japanese army and ever since then Ciputra had to work hard. Through his determination and diligence he was able to enroll in the architecture major in ITB (*Institut Teknologi Bandung*, Bandung Institute of Technology) and when he was in his fourth year he was able to build his own business which is architecture consultancy with his friend. From then more projects and companies surfaced which was successfully built and completed by Ciputra so that it's able to successfully develop until now.

Aside from that the success process of Alim Markus that is known as the owner of a big Indonesian company named Maspion. His parents' background as entrepreneur and business owner enable him to grow through experience in helping his parents business. Alim Markus only had formal study until he was in second year of middle school because he had to help his parents' business. But due to his experience since he was young from his parents' background and his determination, he was able to bring his parents' business to success and is growing even until now.

When compared to the process of the journey of both entrepreneurs mentioned above, it is found that Merlianny as the subject studied had a uniqueness compared to the other entrepreneurs which was that the subject obtained formal entrepreneurship education in Ciputra University that was not obtained by the other two entrepreneurs in the example. In Ciputra University, the subject was designed to become an entrepreneur and so the subject had many experiences in building business in different fields when she was in university before the subject successfully built ME Social Media & Marketing Services.

## **CONCLUSION**

According to the research conducted on the company ME Social Media & Marketing Services on the process of building an entrepreneur in said company, it can be concluded for the process of building an entrepreneur in the company ME Social Media & Marketing services as follows:

1. Having parents with entrepreneurial background affect the way the parents educate the subject. The subject studied was guided by her parents to own small businesses starting from stationary and accessories. That experience stuck with the subject and give the expectation of becoming an entrepreneur.
2. Developing skills was done by the subject studied which was through taking English language tutorials since she was in elementary school until she was in high school. Through her skill development in that language field, the subject studied was able to have her own business which was to open a private English tutorial services.
3. Continuing her studies in Ciputra University was a unique process undergone by the subject in becoming an entrepreneur. It was said to be a unique process because not all entrepreneurs had the experience of having formal entrepreneurship education. Through studying in Ciputra University, the subject studied could gain many experience in building businesses in various fields.
4. Experiencing unique and unforgettable experience which was when her parents went bankrupt also became one of the process where the subject can become the entrepreneur that she is now. Because her parents' business went bankrupt, from then on the subject experienced a turning point in her life where she had to be able to be financially independent. From there the subject studied tried to run harder to build her business and to become an entrepreneur
5. Currently owning the ME Social Media & Marketing Services business is a proof that the subject has succeeded in becoming an entrepreneur through a long and not an easy process. Her business in the social media and marketing services is still growing even until now.

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