



Social Information Process on Instagram to Develop Social Entrepreneur Women in Madiun Indonesia

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Abstract

This research has the aim to reveal how social businesses to follow their business growth trends. The research method used in this research is a case study that is analyzed qualitatively. This study took female social entrepreneur figures in Madiun City who survived more than 2 years and used social media as a means of empowerment. In collecting data, researchers used in-depth interviews, field observations to grouping data through the internet. Make it show in the last two years, women social entrepreneurs more often use Instagram than other social media to develop social communities and business entrepreneurs.

Keywords: *Digital Natives; Social Entrepreneur; Empowerment*

Introduction

The development of the digital world currently opens opportunities for Indonesian women to work and participate in various fields including the economy. However, this step is still hit by social stigma. Technology is one of solutions for this problem. General Director of Information and Public Communication, Prof. Dr. Widodo Muktiyo, during a coordination presentation at the Ministry of Communication and Information Technology stated that in 2020 Indonesia is projected to become a digital economy in ASEAN. It means that it is time for women who are involved in this field to transform according to the current development. There has been a huge growth of the number of social entrepreneurship in Indonesia for the last decade especially women contributing to social entrepreneurship.

The Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia estimates that by 2020, 60% of micro, small and medium enterprises will be owned by women (Kemenkop, 2019). With this trend, this study aims to give contribution to the existing knowledge about social entrepreneurship and the digital era. One of the startups that has a social vision and mission is a social enterprise founded by female social entrepreneur, Wilma Davidas. She is Swedish who is creative in Technology. She is interested in social problems, for example, "I Want to Smell the Perfume" The goal is to help women who are less fortunate financially to get skills training, continuous job, and a monthly income without leaving her duty of taking care of the family.

We can see a business which is done by Du'Anyam. It is different from the previous Indonesian social enterprise. Du'Anyam's founder, Azalea Ayunintyas, works together with a talented woman in Flores, East Nusa Tenggara. Then, Du Anyam creates woven products through the most authentic process. Female driving figures have also emerged in this digital era. One of them is an entrepreneur like ImFahima, the founder of the social movement called Queenrides. It is a platform to empower women via online and offline which focuses on empowering women to drive safely for themselves, their families and the environment.

The General Director of Information and Public Communication of the Ministry of Communication and Information, Prof. Widodo Muktiyo, explains that currently the world is entering the era of industrial revolution 4.0. Entrepreneurs in the 4.0 era run their business using various applications or devices. This step leads to the digitalization era. Those who do not use technology will get lost in the competition. Therefore, the Indonesian government is trying to build social infrastructure, science and technology, and information technology so that Indonesia will not be left behind. (Wibisono, 2008).

A strong entrepreneurial spirit must be instilled so that the people will think more creatively and solutively. Besides, women will also be ready to become the pulse for development. We are in the era in which we all become connected to each other (connected generation) so that creating a social entrepreneurship generation is like turning the palms of our hands. Florida (2005) states that various innovations for improving the quality of human life are generated by the rise of the creative generation (Wibowo, 2015).

The world of social media makes a new history in the world of mankind along with the presence of the internet. In the context of communication, the development of media communication technology from conventional to digital form is also called as *New Media*. In Bahasa Indonesia, it is generally defined as a new media which uses digital computers and the internet as a communication channel, or it can be called online media. New media is considered as a media that utilizes internet technology. Online media based on technology has a flexible nature, the potential to be interactive and can function both personally and generally (Mondry, 2008). Through the ability of Social Media, many social businessmen can use social media platforms in their activities to form opinions through disseminating information on social media. Marketing science in running a business must be studied so that the social elements continue to run as they should. With the intensive internet technology, *womenpreneurs* (a term for women in the world of entrepreneurs) use it as a great opportunity. I agree with (Safko, L & Brake, 2009) who states that social media carries out activities, practices and behavior among people who gather in the internet world to share information, knowledge and opinions using conversational media. Sharing means that there is communication between individuals, interaction and forming networks.

The new media also encourages participation among women to appear more transparent and willing to face the problems that surround them. The birth of female figures is also prevalent at the regional level. Madiun City, for example, has Sri Murniati who developed Madiun's signature, Batik which is called Batik Murni in her Batik House. Murniati develops batik training for women in order to empower them. A traditional handicraft that should be preserved is woven. In several areas in the country, weaving is also a tradition that is often carried out. A social entrepreneurship called Anyamanplastik Indonesia embraces women in the area, as an alternative that can increase their income by making plaits. For the social aspect, Indonesian plastic woven in Indonesia does not only improve the standard of living of women by creating jobs. Another figure in Madiun City is Siyam Sumartini who is interested in managing a solar waste bank located in Winongo Village, Madiun City.

The important role of women in choosing a career as a social entrepreneur is one of the support for social welfare which is seen as a solution to economic problems. It is done by empowering social problems that they experience or exist in their environment and overcoming various obstacles with their

entrepreneurial abilities. Becoming a social entrepreneur can provide several benefits to women. For example, taking advantages of existing market opportunities, opportunities to enrich themselves materially.

The seriousness of this program can be seen from the collaboration between Madiun City ICT Volunteers in the form of IT education and empowerment of the digital economy for MSMEs. A number of policies have been taken by the government to realize Indonesia's vision of becoming a digital economy in Southeast Asia.

Problem Formulation

Empowerment carried out especially for fellow women is an important point in this field so that social business can run. Research in the field of women social entrepreneurs is still not widely carried out. Do so, researchers are interested in observing this so that women social entrepreneurs can become developing partners. In order to be able to use good social media in delivering information and we can find out what can be developed, especially women empowerment. The focus is on women's empowerment in which the social entrepreneurship field talks about who cares and do.

Method and Materials

This research can be categorized as a qualitative field research (field works / research) with a semi-ethnographic approach. Semi-ethnographic research seeks to explore phenomena from the point of view of the subject under study in order to obtain a better understanding of the phenomenon under study. Related to this, researchers pay attention to various daily behaviors and communication phenomena that surround them so that they can be described, interpreted, and what is happening and how it can happen can be understood (Scheibel, Dean Eadie, 2009). Researchers will be in the field so that they can make observations to observe the verbal and nonverbal behavior of research subjects whose behaviour are unique and distinctive in seeking information as the focus of this study (Baillet, 2009).

This study took female figures who are social entrepreneurs in Madiun City. The informants of this study will involve the community of women entrepreneurs in Madiun with the consideration that the selected informants are people who are considered capable of providing the expected information (Sugiyono, 2010). Virtual observations will be made on the informants' social media accounts. Interviews will be conducted with main informants, from the beginning to the end of the research. Processing and data analysis are carried out by going through the process of data review, reduction, temporary abstraction, categorization, and coding simultaneously in the entire process which is carried out (Moleong, 2012).

The existing data will be explained, interpreted, compared and triangulated in order to get the valid collected- data. It aims to obtain higher quality data to show conditions occurring in the field. This study uses data triangulation in which primary data and secondary data have been obtained to draw research conclusions. By matching (primary data) the interview results by researchers and secondary data obtained by researchers from social entrepreneurship documentation in Madiun and the results of observations both from interviews with informants by researchers and in secondary data collection. This is intended to strengthen the conclusions which will be drawn so that they are accurate and to avoid possible biases in this study (Creswell, 2018).

Result and Discussion

At the present time, the flow of information is very fast. There are even a lot of competitions for information distributions which are surprisingly carried out by individuals, no longer controlled by the mass media (Cahyono, 2016). Therefore, demands for information speed and response to issues will be important for the success of digital communication management at this time (Setyanto & Anggarisa, 2016). The digital era was born with the emergence of digital, internet networks, especially computer information technology. New media in the digital era has characteristics that can be manipulated like network or internet (Setiawan, 2017). New media users are very likely to create personal profiles and individuals can construct their profiles. Researchers want to see communication through the relationship of a group of new media users which creates a forum for interaction with its users, in this case are women. Communication that is different from conventional media will be the researcher's study.

Through new media, the approach is implemented based on the potential and resources contained within women themselves by involving community participation as a strategy development with the concept of empowering women. Social entrepreneurship is the effort of someone who becomes an agent of change to respond to social challenges and is able to encourage social change and overcome social problems with the full support of their social environment, this was revealed by (Wibowo, 2015). Social entrepreneurship offers different ways to solve social problems. In research conducted by Barus (2015), he describes the usage of social media to empower groups of women. It shows how the content of media which is considered as empowering.

Another study that discusses social media is Suwana & Lily (2017). In their research, they find seven main potential benefits of empowering women, learning and obtaining digital media: increased self-confidence, social status, dependence, and alternative representations and channels for self-expression, new opportunities in the public sphere, and new channels of engagement. Meanwhile, Mack et al (2017), in their research, states that a digital strategy program targeted at women can work with business incubation facilities in order to overcome barriers which is owned by women with the use of technology including trust in technological competence, as well as increase awareness of how Internet and social media applications can increase the competitiveness of their business.

According to Nichols, Social entrepreneurship is that the activity is carried out innovatively and effectively because it tries to create new opportunities to add social value. The use of a number of resources and organizational formats in order to maximize social impact will ultimately drive to a change (Nicholls, 2008). Simonov et al., (2014) and Dart (2004) have the same opinion that social entrepreneurship is a non-profit organization. Social entrepreneurship has four main elements in Hullgard's comprehensive definition, namely social value, civil society, innovation, and economic activity.

Theory Review

Social Information Processing Theory

The development of the theory of Computer Mediated Communication (CMC) which was found by Joseph Walther (Griffin, 2012) admits that those who do not have limitations such as CMC are quite a lot like new forms of online communication, such as social networking sites (social networking). In addition, because it has fewer channels to interact with when compared to face-to-face interaction which provides multiple channels for interaction, the CMC format is considered as a less useful tool for pursuing social goals. CMC may be suitable for task-related purposes such as information processing, news dissemination, and teleconferencing. Yet, to form bonds with other people, Cyberspace seems unable to be relied on to form these bonds.

Walther gave the name Social Information Processing Theory (SIP) because he believed that relationships grew only to the extent to which parties obtained information from each other and used that information to form an interpersonal impression of who they were. When communicators are allowed to exchange messages without temporal restrictions, their interpersonal relationships will be proportional to what is produced in face-to-face communication. This is a prediction of Social Information Processing. This hypersocial relationship is the result of: (a) The sender of the message will create a positive impression in presenting himself (b) The message received has many positive characteristic attributes, so that the recipient will interpret the message in a biased way. (c) There is a greater control over message creation on existing mediation channels (d) It generates a forecast in order to fulfill the positive side of the feedback.

This theory provides the view that communicators who meet online have the prospect of continuous interaction. VandDijk stated that the social information processing model cannot be separated from the development of new media. The interactions that occur in the online world cause the distance of space and time to be small, for example between local and central parties, both between units and individuals. Words, text / writing, data, images and etc can be processed in communication through new media (Dijk, 2006).

Social information processing theory states that humans are creative communicators. They are able to use online text or text channels to convey the same information like face-to-face communication. Social information processing theory says that verbal communication can be found when using online media, such as praise, self-disclosure and others. These are all verbal forms in online.

The presence of the online world also provides an opportunity for users to communicate without having to be present at the same time. Walther referred to several forms of Computer Mediated Communication / CMC (such as email) as a communication channel. With the limited time, CMC users are free to write people-centered messages, knowing that the recipient will read the message. Walther noted the additional benefit of CMC. For example, when users post information about what they want to upload, other users can add or even contrast that information. For example for Facebook users, such additional information could include text-based comments on content or links to photos and videos. In other words, a site like Facebook can display two types of information that are controlled by the owner and are outside the owner's direct control (Berger et al., 2016)

A recent study that is more strongly related to SIP is seen in research using social networking systems such as Instagram and Facebook (Antheunis et al., 2010). This study investigates the possibility that social networking sites provide sufficient information using passive strategies for the reduction of uncertainty about other individuals and that they negate the need for interactive conversations. It means users can view photos and / or read others' biographical information placing on their online profiles, discreetly, and as a result they do not have to ask questions and self-disclose in order to get to know other people. These findings would show that new media offer significant boundary conditions within the scope of SIP theory (Walther, 2012).

This theory explains the symptoms of actors who play and get benefit from a virtual phenomenon. In this sense, the Social Information Processing theory used in this study will be put by the researcher. The theory in this research is used as a tool to provide relevant concepts. This concept will be used to interpret in analyzing the data obtained virtually. The interaction patterns that occur in it obscure geographical boundaries and can be done in real time without time limitation. This is in line with McLuhan's global village concept. The interactions that occur can be very progressive between communicants and communicators. The theory which is the development of CMC interactions, is used to analyze the development of online interactions that exceeds the predecessor theory.

The types of new media are very diverse. Nasrullah classifies new media as follows (Nasrullah, 2014) sites, email, forums on the internet, blog wiki, messaging applications, internet broadcasting, peer-to-peer, multi-user dungeons that can be accessed by multiple users at the same time and social media.

The reality that happens to women who use new media can be seen from the perspective of this theory. Interactions that are continually being developed can produce the same effectiveness as face-to-face communication. Electronic Word of Mouth (e-WOM) often occurs in online world interactions. As explained by Baudrillard, the virtual world is a representation of the realm of the imagination. Cyber users can be anything and anyone according to their wishes. This happens in the online world, not just talking about virtual problems but becoming part of people's lives (offline).

The new media that is currently developing makes it interesting to be studied from various scientific perspectives. This is one of the reasons why SIP theory helps understand that new media is an important tool for empowering women.

Discussion

Social Information Processing on Instagram

Indonesia is the fourth rank in the world who is diligent in scrolling Instagram with a number of users who almost reach one billion worldwide. The number of users in Indonesia itself reaches 63 millions. This portion reaches one third of the population if it is compared with the population of internet users in Indonesia. That means three out of ten people who use the internet in Indonesia can be reached using Instagram. Currently, there are so many users who use Instagram like a micro-blog to convey a lot of messages and knowledge because Instagram is a social media that is quite influential in Indonesia. The results showed that social entrepreneurs women in Madiun City use Instagram as one of their favorite media to spread their social ideas.

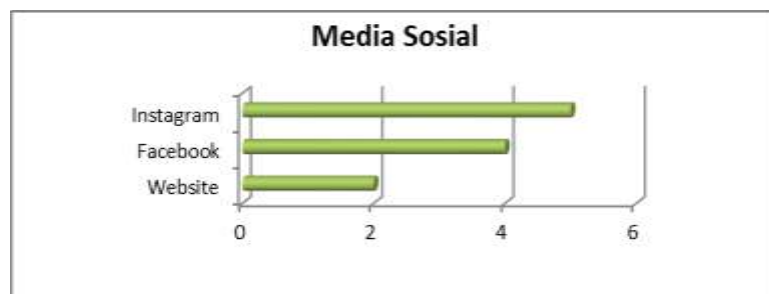


Figure 1: Social Media used by Social Entrepreneurs Women

The picture above means that Instagram is one of the favorite social media used by social entrepreneurwomen in Madiun City. The convenience that Instagram currently provides is one of the reasons that makes Instagram quite popular among social entrepreneur women.

Table 1. The advantages of Instagram for media empowerment of women

No	Power
1	The convenience of Instagram makes it a fast medium to attract women to use it.
2	Instagram has connections with several social media so that it provides its own convenience for entrepreneurs women. You are able to save time because you do not have to post repeatedly on other social media.
3	To use Instagram, women who are social entrepreneurs do not need to pay, just simply download or open the site.
4	Instagram is a place to share photos and videos with other users. On uploaded photos or videos, other users can comment and like. The length of time and the number of likes on a photo on Instagram can be special factors that affect the popularity of the photo
5	Instagram's Explore feature is an in-app tab that displays popular photos, photos taken at nearby locations, and searches.
6	The Instagram Stories feature allows them to take photos and videos, add effects and layers and then add them to their Instagram story flash. The uploaded content will disappear after 24 hours.
7	Instagram's IGTV (vertical video feature) allows uploads of up to 10 minutes in length with a file size of up to 650 MB.
8	Identity / Bio can be directly connected with a personal contact number.

The various features offered to share moments in the form of photos and videos are the main attraction on their platform. It cannot be denied that Instagram is currently a very popular social media today, especially for women. Through the Direct Message feature, someone can interact. People use Instagram as a means of communication, entertainment, information source and other uses. Indirectly, the online world takes part in shifting people's behavior patterns starting from the way of communication and so on. Even though there are meetings, traffic jams, lectures as long as there is internet, everyone, especially women, nowadays can be connected to each other.

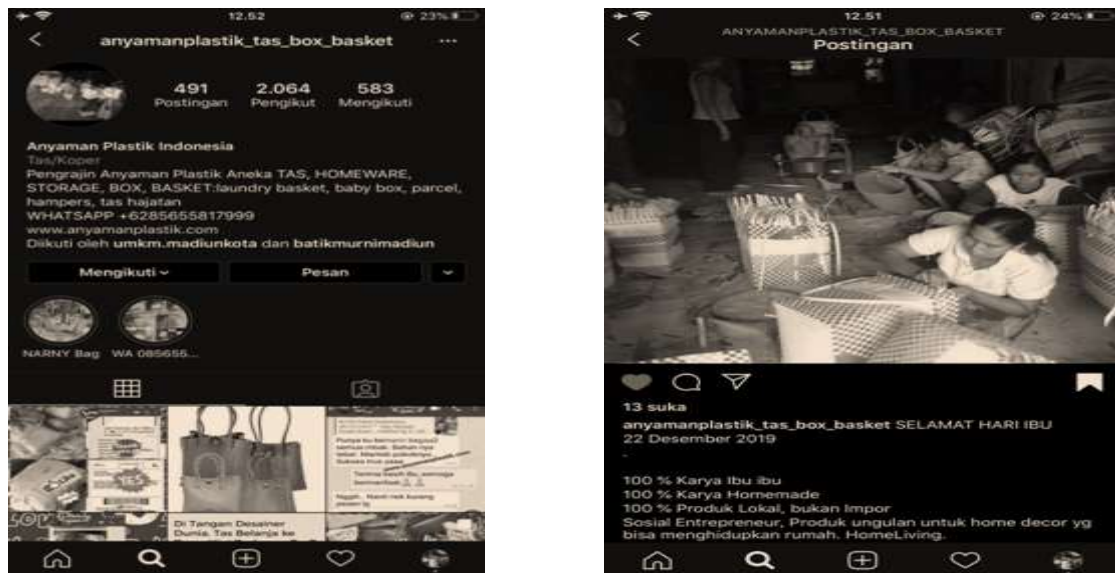
Social media which is currently used by social entrepreneurwomen is also very much influenced by their habits of consuming the internet. The women try to maximize this condition to increase their business. Based on the research results, social medias that are widely used by social entrepreneurs in Madiun City for empowerment are Instagram, YouTube, Twitter and Facebook. These medias have their own strengths in accelerating the education of the public in the field of social entrepreneurship. Positive messages that are created and always used in these media will create a positive impression as well. Various photos uploaded, captions or written words that are distributed always give the impression of being supportive and motivating, especially for the activists to continue to do good. The following is an example taken on the social media Instagram of social entrepreneurs in Madiun City which shows that there is SIP on Instagram.

In her Instagram, it shows that the action of Sri Murniati as the owner of Batik Murni gallery empowers women to make batik. Murni deliberately invites women in Madiun to learn batik, which turned out to be not an easy matter. Initially, there were a lot of participants. However, there were sometimes only a few people left. Some of Special Batik from Madiun were made by Sri Murniati. In order to make her Batik have sale value and its special characteristic, Murni picked the Pecel as her motif. Moreover, Madiun City is known as the city of Pecel in Indonesia. She does not only sell the motives of her products through Instagram but also campaign Batik with natural dyes which is friendly for environment.



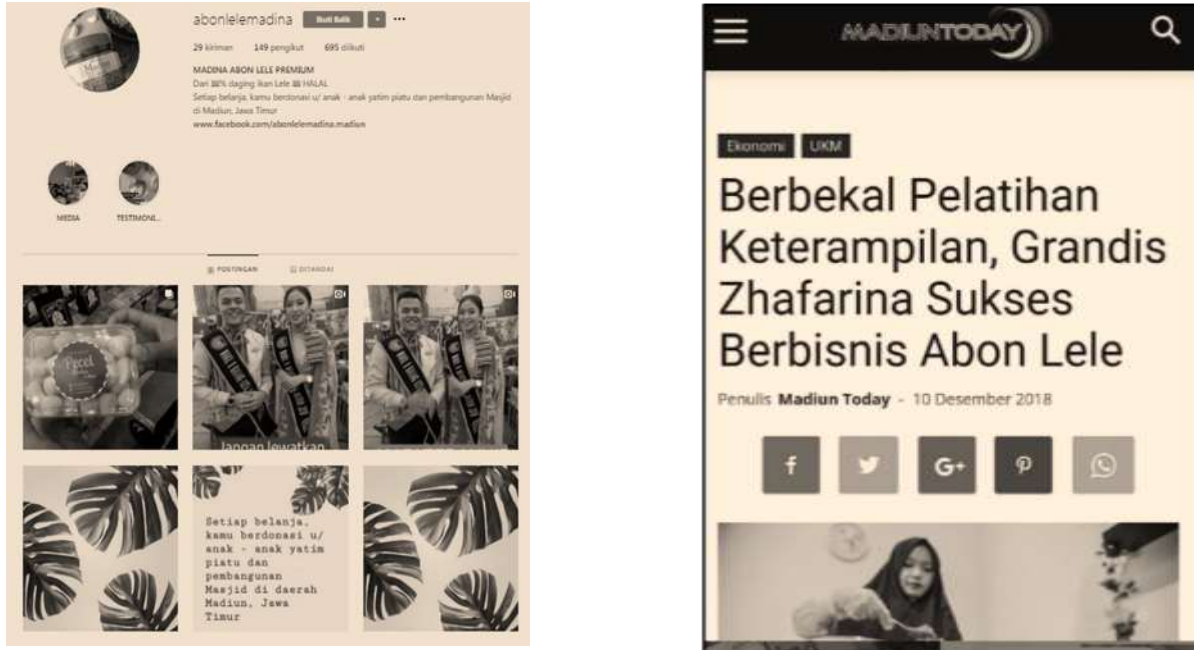
Screenshot 1: Batik Murni empowers women to make Batik.

The next image is the plastic woven center. Through the women's weaving empowerment program in the Winongo village, their artistic skills can be translated into making woven products.

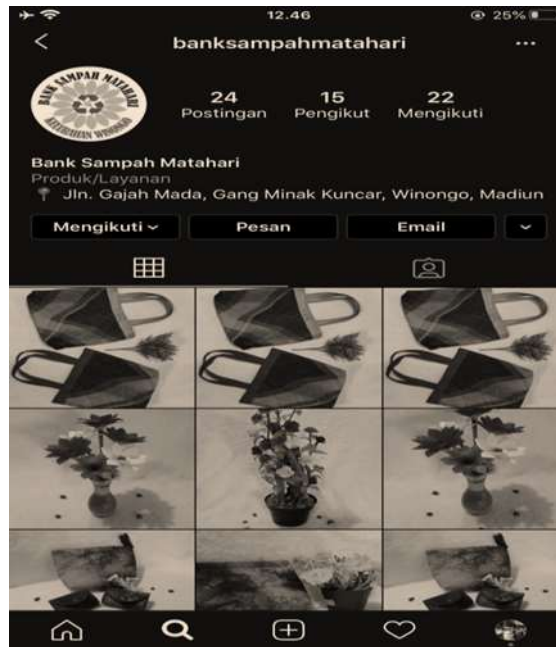


Screenshot 2: Women's weaving empowerment program

Third screenshot, Madina catfish floss mentions in her Instagram "let's eat fish to be healthy, strong and smart". Grandis, the owner of the catfish floss business, said that fond of eating fish has a very important and strategic role in increasing the intelligence of the community because eating fish, as recommended by the government, will guarantee the health. Children will be smarter and stronger. This food business is sold through social media. "It is a simple business, but we do not want to forget others in need. Alhamdulillah, part of the sales is set aside for orphans and the construction of a mosque," said the Owner Madina Catfish Floss.



Screenshot 3. Shredded catfish Madina donated part of the sales proceeds.



Screenshot 4: Matahari Garbage Bank, Winongo Village, Madiun City

It is different from Siyam Sumartini, the maestro of the Madiun City garbage bank, who inspires and empowers women. Her vision is to realize a garbage bank management which is friendly for environment and society- based aiming a clean, healthy, beautiful environment with economic value benefits. Due to her eleven- year of persistence, the garbage bank which felt strange at first, has been proven to be a multi-use movement. It is a movement to overcome the problem of urban waste as well as to empower the women’s economy, especially in Madiun City. Various recycled creations are exhibited

insome events and for sale. The price is not cheap. As an illustration, a basket of drinking water bottles made of plastic cups and used newspapers is sold for Rp. 250,000. The unique goody bag is sold for Rp. 5,000 per unit. The recycled results are uploaded on social media with interesting and inspiring captions.

Cyber users can be anything and anyone according to their wishes. This happens in the online world, not only talking about virtual problems but also becoming a part of people's lives. This is one of the reasons why SIP theory helps understand that new media is an important tool for empowering women.

We can see Walther's hyper personal perspective in some screenshots given above. The results of the screenshot above illustrate "the way users choose, recipients strategically develop, improve the way they present the channel and the feedback will increase individual behavior to be more selective and optimal in CMC". This perspective suggests that with a selective self-presentation process, senders and recipients who meet online have sufficient time to consider the messages they send and receive. Walther claims that this can happen because they can still tell you how close we are and how they feel although they are not face to face. They can do it even via text messages. The ocular proof is that they can maintain, or even initiate relationships using channels rather than relying solely on face-to-face interactions. Social Information Processing reveals when communicators expand dynamics by describing circumstances in which they can achieve results more than the others from their face-to-face results. Positive impressions from recipients are generated in this relationship. Remembering what social entrepreneurial women are doing on Instagram, it is not only the uploading photos and videos, but also their ability to clarify their personal profiles, creating a well-connected network.

Conclusion and suggestion

Madiun, which is known as a city of warriors, is indeed the center of martial arts schools, but warriors stand for Smart, Serve, Build, Care and Charismatic. In accordance with its nickname, Madiun can make use the practices so that development programs through social entrepreneurship can be accelerated quickly. Many resources in Madiun have not been fully developed. Besides, it can provide benefits for human development in Madiun. Another most important thing is spreading the entrepreneurial virus to women in the Madiun. In addition, women must change their mindset from wanting to become employees to become entrepreneurs. In this digital era, it cannot be denied that information and communication technology is growing rapidly. One of its products, namely the internet, which cannot be separated from people's daily lives. Compared to other capital, the power to grow and develop rests on the quantity and quality of the network. The power of a community goes from visible to invisible, from physical to digital, and from a particular change centered-organization to a network-based community. Hopefully, the women who are social entrepreneurs in Madiun can play an active role in building the economy in their city. Therefore, the economy in their surrounding area can grow more and more.

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