

PAPER DRAFT

SOCIAL MEDIA NEGATIVE IMPACT DIVERSION THROUGH FORMING ENTREPRENEURSHIP MINDSET IN HIGH SCHOOL AND VOCATIONAL STUDENTS IN BANDUNG

***Sutrisno**

Communication Science of Social and Political Science Faculty, Pasundan University

[*kangsutrisno@yahoo.com](mailto:kangsutrisno@yahoo.com)

Abstract

Entrepreneurship is mental and mindset attitude that always have active or creative strength, thought, intention and humble effort in order to increase revenue on the business or his work. This research was aimed to explore the opinions of high school and vocational students as social media users in constructing and using social media in Bandung and also to find the communication model of social media negative impact diversion in forming Entrepreneurship mindset among high school and vocational Students in Bandung. The design was qualitative with phenomenology approach. There were 30 informants from high school and vocational students in Bandung which was taken by proportional purposive sampling to get accurate representative data. The data was collected by using participative observation and in depth interview and then analyzed by using interactive model data analysis. Data described that there are various types of chosen social media within different usage frequency. Fad, loneliness, association and needs were described as students' motivations in using social media. Communication model of social media negative impact diversion in emerging entrepreneur mindset is formulated into five related points. This research expected the school may provide systematic education by designing an ICT learning material since early education as the solution. It was also recommended the use of communication model of social media negative impact diversion in emerging entrepreneur mindset to develop adolescent oriented entrepreneurship program by using social media.

Keywords: entrepreneurship, social media

1. Introduction

McLuhan (1985: 63) mentioned that media is an extension of our sense. For example, newspapers have a gatekeeping process to select news or information presented to audiences while the audience obtained the information solely. In this context the mass media affects the

perception of audiences. Therefore, in newspapers, the media agenda is certainly related to the public agenda. The public agenda can be known from the question of what society thinks, what is being discussed with others, and what they perceive as issues of community salience. Entrepreneur is someone who is free and has the ability to

live independently in running his activities, business or life. He is free to design, determine management and control all of its efforts. Entrepreneurship is an attitude, mind and ability to create something new, valuable and useful.

Entrepreneurship concept is fully expressed by Joseph Schumpeter: as the one who breaks down the existing economic system by introducing new goods and services, creating new organizational forms or processing new raw materials. The person performs his activities through a new or existing business organization. That definition stressed the entrepreneur as a person who sees opportunities and then creates an organization to take advantage of them while the entrepreneurial process is covering all functions and actions activities to pursue and exploit opportunities by creating an organization.

Norman M. Scarborough and Thomas W. Zimmerer (1993: 5) propose the definition of entrepreneurship as follows: "An entrepreneur is one who creates a new business in the face of risk and uncertainty for the performance of achieving profit and growth by identifying opportunities and assembling the necessary resources to capitalize on those opportunities ". According to Dan Steinhoff and John F.

Burgess (1993: 35), entrepreneur is a person who organizes, manages and dare to bear the risk to create new business and business opportunities. Essentially, entrepreneurship is a mental attitude, views, insight, mindset and pattern of one's action to the tasks that become his responsibility and always oriented to the customer. In addition, entrepreneurship is creative and innovative capabilities that are used as the basis, tips, and resources to seek opportunities for success.

Of the several concepts, there are six important essences of entrepreneurship as follows:

1. Entrepreneurship is an embodied value in behavior that is used as the basis of resources, driving forces, goals, strategies, tips, processes, and business outcomes (Acmad Sanusi, 1994).
2. Entrepreneurship is an ability to create something new and different (Drucker, 1959).
3. Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life (Zimmerer, 1996).

4. Entrepreneurship is a needed value to start a business (start-up phase) and venture growth (Prawiro, 1997).
5. Entrepreneurship is a process of doing something new (creative) and something different (inovative) which is useful to give more value.
6. Entrepreneurship is an effort to create added value by combining resources through new and different ways to win the competition. The added value can be created by developing new technologies, finding new knowledge and new ways to produce more efficient new products and services, improving existing products and services and finding new ways to satisfy consumers.¹

In the era of digital media, there are a lot of communities that affect it. Mobile media for example, offers more effective communication for entrepreneur with the ability to choose target audience with a particular profile. The media is also has an opportunities to organize online events and earn money from sponsorship or activation services in online media. The value of media companies will depend on the community. Therefore, it is obligatory for media

companies to build and maintain the community for example by using social media.

Social media landscape in Indonesia is very active and dynamically growth both as cyber space nor market place. Social networking media such as Facebook and Twitter are becoming very popular because of: (i) increasingly affordable mobile phone prices, (ii) strong communal tendencies in Indonesian culture, and (iii) rapid usage spreading trends. Those characteristics of social media make it easier and more helpful for the society in achieving goal. However, in fact not all society gains a strategic benefit social media usage. It shows that the internet strategic benefits of the Internet are not automatically derived from the use of these technologies.

A phenomenology study about Facebook self-disclosure (openness or self-disclosure) to female adolescent in Surabaya revealed that Facebook has caused a social media negative impact instead of positive communication medium. This is evidenced by several cases of female adolescent abduction or kidnapping in Surabaya which was originated from self-disclosure of the victims through Facebook. It is also exposed that Facebook has an extraordinary role as a self-disclosure channel of female adolescent

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because it is able to hide real life information (offline) and show wanted information to be shared with another Facebook user (Facebooker). Those young girls do self-disclosure on Facebook to fulfill the needs of friendships especially the old one, self-actualization and unfortunately showing negative self-disclosure.

Familiar social media such as Facebook, twitter and others actually has a lot of great potential to emerge entrepreneurship other than just self-disclosure. Unfortunately, there is little fear for small business owners with regard to the huge cost incurred for leasing bandwidth for social media. It can be optimized by balancing ROI (Return of Investment) then the fear does not need to appear. Social media can be used as a marketing strategy for businesses. In fact, social media may have two functions:

1. *Marketing*; social media can be used as a medium for products marketing to gather potential social media customers and to introduce products.
2. *Communication*; social media is interactive so it can be used to communicate with customer, getting feedback and helping product marketing. Social media is a means

of business for promotion and so far it is effective enough.

Businessman needs to be careful and uses proper and elegant approach. But, using social media is not always succeeded for businesses that are on the run. If this method is ineffective, another means of social media can be used to attract person to visit a site created (such as using ads, blogs, etc.), and moreover willing to buy or use the products offered.

However, adolescent is rarely exposed with entrepreneur opportunities when using social media. Whereas, it is more valuable than only use social media as a means of self-disclosure. Base on this situation, this research was aimed to explore the opinions of high school and vocational students as social media users in constructing and using social media in Bandung. This research was also aimed to find the Communication Model of Social Media Negative Impact diversion in forming Entrepreneurship mindset among high school and vocational Students in Bandung.

1. Method

The method of this research was qualitative study with phenomenological approach by using participative observation and in-depth interviews. The strength of this

method is that the researcher will be able to determine overall scenarios to observe the role of informants directly. However researchers' position then becomes complicated because of their multi roles as planner, data collector, analyzer and interpreter. In this study, researcher conducted research by observing and interviewing informant intensively in the principle of free will to express their feelings to get a description of the students' behavior in utilizing social media in Bandung.

The selection of research subjects was focused on the high school and vocational students researching who were officially assigned to use social media by business groups or institutions as a means of publication or promotion such as Forums, Bloggers, Mailing list, Facebook, Friendster, Twitter and Hello. Subjects were taken by proportional purposive sampling to get an accurate representative data based on subjects' activities and the ability to articulate and explore their experiences consciously from individual or group businesses. For example, two respondents were taken from 1st grade, two respondents of 2nd grade and two from 3rd grade from each school. There were 30 informants in

total from high and vocational schools' students in Bandung.

School characteristics were selected and based on the consideration of the most representative high school and vocational school from 5 areas of Bandung; Central, North, South, East and West which were located near the crowd centers. This characteristic was then assumed that the schools have an easiness to gain communication technology access and then motivate the students to communicate and connect through social media with all potentials that attract attention to cyberspace community. The chosen schools were SMUN 8 which is close to Griya Buah Batu, SMU BPI 1 that close to BSM, Trans Mall and Trans Studio, SMK Pasundan 1 which is close to the Bandung City Square, SMUN 2 close to Cihampelas shopping and fashion center and SMKN 2 is close to Gasibu square and Dago tourist area.

Another reason of the chosen schools was that they are favorite schools both in lower middle class and upper middle class society. From five schools, there were three high schools as majority and two new trending vocational schools. On the other hand, researchers selected three public schools and two private schools to represent balance between public and private school.

Data collection was done by using in-depth interview and field observation techniques. The interview is a conversation with a specific purpose. The conversation was conducted by two parties; the interviewer who asked the question and the interviewee who gave the answer to the question. The interview in this study was conducted by in-depth unstructured technique with openness circumstances.

The second data collection was done by field observation or specifically said by participative observation. In-depth participative observation was conducted based on a presented guideline. Furthermore, the data from interview and observation was analyzed by using analysis model which is a parallel and interlinked entity as illustrated in figure 1.

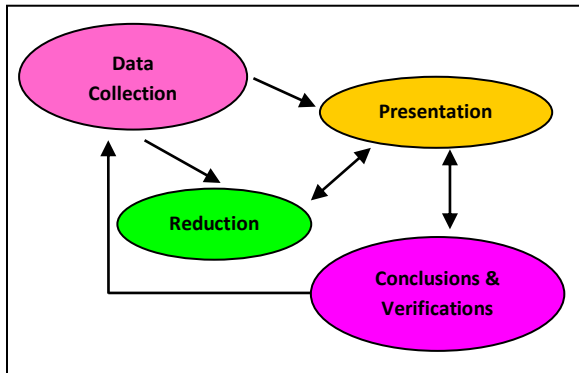


Fig. 1. Interactive Model Data Analysis
(Miles, 1992:20)

2. Result and Discussion

Grounded theory of in-depth interview result described several types of social media that was often used by informants. There were quite a lot of selected types as a communication tool for high school and vocational students in as presented in table 1.

Table 1. The Types of Social Media Used By High School and Vocational students in Bandung (2012)

No	Types of Social Media	Selected Social Media
1	Social Network	Friendster, facebook
2	Microblogging	Twitter
3	Instant Messaging	IRC, Yahoo Messenger, Blackberry Messenger
4	Video Chatting/Calling	Skype
5	Blog	Okezone, detik, vivanews, etc.
6	Forum	Kaskus, IDWS, ligagame
7	Video Sharing	Youtube
8	Photo Sharing	Photobucket
9	Wiki	Wikipedia, wikimedia,
10	Online Game	Second life, facebook game, MMORPG, etc.

Communication Technology and Social Media Usage Frequency

Social media usage has a various types as an alternative choices and usage frequency level has dominate the daily activities of high school or vocational students in Bandung. The frequency of key and supporter informants in using social media was described in table 2.

Table 2. Social Media Usage Frequency in High School and Vocational students in Bandung (2012)

No	Selected Social Media	Usage Frequency
1	Blackberry Messenger	Every time
2	Twitter	Every 2-3 hours
3	Facebook	1-3 times a day
4	Youtube	7-21 times a week
5	Wikipedia	2-3 times a week
6	Yahoo Messenger	At least once a day
7	Skype	1-2 times a day
8	Kaskus	2-12 time a day
9	Indowebster (IDWS)	1-6 times a day
10	Ganool	6-14 times a week
11	Blog (okezone, vivanews, detik dan lain-lain)	1-2 times a day
12	Handphone	Nonstop
13	Internet	Every day
14	E-mail	2-3 times a week

The usage of those media above was aligned to previous research description about the rampant use of social media among adolescents especially at the age of high school. As the consequences, there is a very significant impact on behavior – both positively and negatively. However, negative impacts were more complained by the parents and teachers as resulted in moral and mental degradation, especially the lower of students' responsibility in learning. The diversity types of social media as seen above showed that how fast the penetration of them among teenagers. It can be concluded that communication technology and social media are more desirable for its' creativity potency that provoke school students' curiosity in Bandung.

Student creativity can actually be explored and motivated through other forms of systemic social media search. It can be done by the school and creative learning groups from educational NGOs to prevent negative behavior effect of social media into positive utilization by emerging entrepreneurship mindset among high school and vocational students in Bandung. This

was illustrated in the experience description a female student as follow.

*"I have written a poem and short story on my own blog, but I do not know if there anyone read it or not."*²

This transcription might be interpreted that actually there are lot of ways to build students' creativity. The problems are who will do and how to do it? This research expected that the school may provide systematic education by designing an ICT learning material since early education as the solution, so that a better result or more competitive creativity has been seen when entering adolescence in high/vocational school.

Communication Model of Social Media User in the Community of High School and Vocational Students in Bandung

The second degree construct in this phenomenology is about informants' motivation difference in using social media. The data were based on the result of both main informants' interview as well as supporter informants from high school and vocational

students in Bandung as triangulation material in this research. This research divided informants' motivation into 4 (four) types of reasons: fad, lonely, association and needs.

a. Fad

Fad is in correlation to fill the spare time.

b. Loneliness

Loneliness is in correlation to reduce boredom or stress after facing any situation nor study routine.

c. Association

Association is in correlation to show existence, to equalize social status with another user and to maintain prestige among school friends nor the community.

d. Needs

Needs is in correlation to fulfill lack of data and information or to complement various school duties and daily routines.

²Interview on May 26, 2012 at 12.30 WIB in school cafeteria of SMUN 8 Bandung

Communication Model of Social Media Negative Impact Diversion in Emerging Entrepreneur Mindset in the Community of High School and Vocational Students in Bandung

a. Developing Adolescent Oriented Entrepreneurship Websites

Most entrepreneurial sites today are adult oriented business-style both in terms of design and content. Adolescent especially high school and vocational students become less interested to access. Program developers need to be creative in creating design and content for adolescent oriented entrepreneurship sites.

b. Creating Adolescent Entrepreneur Community

Adolescents especially in school age like to join certain community groups that attractive and accommodate their desires and creativity including gambling groups in certain forums or communities that share pornographic content. This research suggests an establishment of a creative group or community in the form of cyberspace creative entrepreneurial group (social media) that accommodate adolescents or high school and vocational students.

c. Giving Information and Communication Technology (ICT) Education Base Entrepreneurship

So far, ICT education in schools only aims to introduce communication technology (internet and social media) to follow technological developments today. Expected learning objective is to be able to access new technology without anticipating the incidence of negative impact. The educators is suggested to improve ICT learning material to the formation of entrepreneurship mindset through adolescent entrepreneurship education in social media.

d. Organizing Entrepreneurship Educational Event through Social Media

Event organizer at schools has been focusing so far on extracurricular and curricular creativity through communications technology. Whereas the event can be shaped onto entrepreneurship event and implemented through social media in the form of various activities that can be accessed simultaneously or at any time in a creative form.

e. Creating Literation Media Culture by Developing Entrepreneurship Based to all Subjects

The formation of social media culture as a means of communication in students requires continuous efforts to form a creative media through social media. It requires support in all subjects including ICT learning materials, understanding and thought of academic community of teachers, students, school staffs, alumni and parents to accelerate intelligence and creativity and to achieve prime learning performance.

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located near the crowd center that the schools have an easy access and then motivate them through social media with cyberspace community. The schools are close to Griya Buah Batu, SM Trans Studio, SMK Pasundan Square, SMUN 2 close to Cihurip, and SMKN 2 is close to Gasibu square.

Another reason of the selection of schools both in lower middle and five schools, there were three trending vocational schools, three public schools and two between public and private schools.

Data collection was done through field observation techniques for a specific purpose. The researcher acted as an interviewer who asked the questions to get an answer to the question. The in-depth unstructured technique was used.

The second data collection was done by participative observation. The observation was conducted based on a present situation. The interview and observation were parallel and interlinked activities.

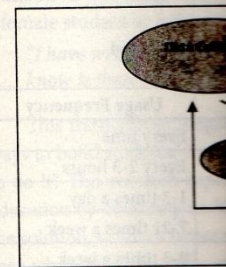


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Data collection was done by using in-depth interview and field observation techniques. The interview is a conversation with a specific purpose. The conversation was conducted by two parties; the interviewer who asked the question and the interviewee who gave the answer to the question. The interview in this study was conducted by in-depth unstructured technique with openness circumstances.

The second data collection was done by field observation or specifically said by participative observation. In-depth participative observation was conducted based on a presented guideline. Furthermore, the data from interview and observation was analyzed by using analysis model which is a parallel and interlinked entity as illustrated in figure 1.

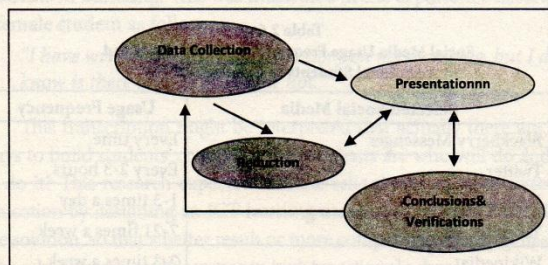


Figure. 2.5. Interactive Model Data Analysis (Miles, 1992:20)

Result and Discussion

Grounded theory of in-depth interview result described several types of social media that was often used by informants. There were quite a lot of selected types as a communication tool for high school and vocational students in as presented in table 2.5.

Table 2.5. The Types of Social Media Used By High School and Vocational Students in Bandung (2012)

No	Types of Social Media	Selected Social Media
1	Social Network	Friendster, facebook
2	Microblogging	Twitter
3	Instant Messaging	IRC, Yahoo Messenger, Blackberry Messenger
4	Video Chatting/Calling	Skype
5	Blog	Okezone, detik, vivanews, etc.
6	Forum	Kaskus, IDWS, ligagame
7	Video Sharing	Youtube
8	Photo Sharing	Photobucket
9	Wiki	Wikipedia, wikimedia,
10	Online Game	Second life, facebook game, MMORPG, etc.

Communication Technology and Social Media Usage Frequency

Social media usage has a various types as an alternative choices and usage frequency level has dominate the daily activities of high school or vocational students in Bandung. The frequency of key and supporter informants in using social media was described in table 2.6.

Table 2.6
Social Media Usage Frequency in High School and Vocational Students in Bandung (2012)

No	Selected Social Media	Usage Frequency
1	Blackberry Messenger	Every time
2	Twitter	Every 2-3 hours
3	Facebook	1-3 times a day
4	Youtube ¹	7-21 times a week
5	Wikipedia	2-3 times a week
6	Yahoo Messenger	At least once a day

No	Selected So
7	Skype
8	Kaskus
9	Indowebster (IDWS)
10	Ganool
11	Blog (okezone, vivanew
12	Handphone
13	Internet
14	E-mail

The usage of those me description about the ramp especially at the age of hi very significant impact on However, negative impacts teachers as resulted in me lower of students' responsi media as seen above show among teenagers. It can be and social media are mor provoke school students' c

Student creativity can other forms of systemic s school and creative learnin negative behavior effect o emerging entrepreneurship students in Bandung. This a female student as follow.

"I have written a poem know is there anyone r

This transcription mig ways to build students' crea to do it? This research exp education by designing an l the solution, so that a better seen when entering adoles

¹ Interview on May 26, 2012 a

result described several informants. There were communication tool for high school level 2.5.

by High School and (2012)

Selected Social Media
Skype
Kaskus
Indowebster (IDWS)
Ganool
Blog (okezone, vivanews, detik dan lain-lain)
Handphone
Internet
E-mail

Social Media Usage Frequency

an alternative choices and activities of high school students. The frequency of key and supporter is described in table 2.6.

High School and (2012)

Usage Frequency
Every time
Every 2-3 hours
1-3 times a day
7-21 times a week
2-3 times a week
At least once a day

No	Selected Social Media	Usage Frequency
7	Skype	1-2 times a day
8	Kaskus	2-12 time a day
9	Indowebster (IDWS)	1-6 times a day
10	Ganool	6-14 times a week
11	Blog (okezone, vivanews, detik dan lain-lain)	1-2 times a day
12	Handphone	Nonstop
13	Internet	Every day
14	E-mail	2-3 times a week

The usage of those media above was aligned to previous research description about the rampant use of social media among adolescents especially at the age of high school. As the consequences, there is a very significant impact on behavior – both positively and negatively. However, negative impacts were more complained by the parents and teachers as resulted in moral and mental degradation, especially the lower of students' responsibility in learning. The diversity types of social media as seen above showed that how fast the penetration of them among teenagers. It can be concluded that communication technology and social media are more desirable for its' creativity potency that provoke school students' curiosity in Bandung.

Student creativity can actually be explored and motivated through other forms of systemic social media search. It can be done by the school and creative learning groups from educational NGOs to prevent negative behavior effect of social media into positive utilization by emerging entrepreneurship mindset among high school and vocational students in Bandung. This was illustrated in the experience description a female student as follow.

*"I have written a poem and short story on my own blog, but I do not know is there anyone read it or not."*¹

This transcription might be interpreted that actually there are lot of ways to build students' creativity. The problems are who will do and how to do it? This research expected that the school may provide systematic education by designing an ICT learning material since early education as the solution, so that a better result or more competitive creativity has been seen when entering adolescence in high/vocational school.

¹ Interview on May 26, 2012 at 12.30 WIB inschool cafeteria of SMUN 8 Bandung

Communication Model of Social Media User in the Community of High School and Vocational Students in Bandung

The second degree construct in this phenomenology is about informants' motivation difference in using social media. The data were based on the result of both main informants' interview as well as supporter informants from high school and vocational students in Bandung as triangulation material in this research. This research divided informants' motivation into 4 (four) types of reasons: fad, lonely, association and needs.

a. Fad

Fad is in correlation to fill the spare time.

b. Loneliness

Loneliness is in correlation to reduce boredom or stress after facing any situation nor study routine.

c. Association

Association is in correlation to show existence, to equalize social status with another user and to maintain neither prestige among school friends nor the community.

d. Needs

Needs is in correlation to fulfill lack of data and information or to complement various school duties and daily routines.

Communication Model of Social Media Negative Impact Diversion in Emerging Entrepreneur Mindset in the Community of High School and Vocational Students in Bandung

a. Developing Adolescent Oriented Entrepreneurship Websites

Most entrepreneurial sites today are adult oriented business-style both in terms of design and content. Adolescent especially high school and vocational students become less interested to access. Program developers need to be creative in creating design and content for adolescent oriented entrepreneurship sites.

b. Creating Adolescent Entrepreneur Community

Adolescents especially in school age like to join certain community groups that attractive and accommodate their desires and creativity including gambling groups in certain forums or communities that

share pornographic content of a creative group or entrepreneurial group (school high school and vocational)

c. Giving Information Education Base Entrepreneurship

So far, ICT education communication technology development can be able to access new technology negative impact. The educational material to the formal adolescent entrepreneurship

d. Organizing Entrepreneurship Social Media

Event organizer as extracurricular and curriculum technology. Whereas the event and implemented activities that can be accessed form.

e. Creating Literate Entrepreneurship Education

The formation of social in students requires continuous social media. It requires materials, understanding teachers, students, school intelligence and creativity

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share pornographic content. This research suggests an establishment of a creative group or community in the form of cyberspace creative entrepreneurial group (social media) that accommodate adolescents or high school and vocational students.

c. Giving Information and Communication Technology (ICT) Education Base Entrepreneurship

So far, ICT education in schools only aims to introduce communication technology (internet and social media) to follow technological developments today. Expected learning objective is to be able to access new technology without anticipating the incidence of negative impact. The educators is suggested to improve ICT learning material to the formation of entrepreneurship mindset through adolescent entrepreneurship education in social media.

d. Organizing Entrepreneurship Educational Event through Social Media

Event organizer at schools has been focusing so far on extracurricular and curricular creativity through communications technology. Whereas the event can be shaped onto entrepreneurship event and implemented through social media in the form of various activities that can be accessed simultaneously or at any time in a creative form.

e. Creating Literation Media Culture by Developing Entrepreneurship Based to all Subjects

The formation of social media culture as a means of communication in students requires continuous efforts to form a creative media through social media. It requires support in all subjects including ICT learning materials, understanding and thought of academic community of teachers, students, school staffs, alumni and parents to accelerate intelligence and creativity and to achieve prime learning performance.

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