The Empowerment of Young Entrepreneurs Through SBS 9 Whatsapp Discussion Group

Abstract. The article referred to the studies related to the benefits of SBS 9 WhatsApp discussion group as a media to empower young entrepreneurs. Specifically, the article was targeted to (1) categorize the message contents of SBS 9 WhatsApp discussion group as a media to empower the young entrepreneurs (2) reveal the benefits of SBS 9 WhatsApp discussion group in empowering the young entrepreneurs. It deployed a Descriptive Qualitative method through an Inductive Approach, as an attempt to understand the texts through word categorization based on the similar meaning. It aimed to establish a theme through detail textual interpretation and analysis. The findings revealed that SBS 9 WhatsApp discussion group contained: 1) category of information, coordination, and discussion related to study; 2) category of information, coordination, discussion related to marketing and business; 3.) category of information, coordination, discussion related to religion; and 4) category of information, coordination, discussion related to social issues. The chats contained in SBS 9 WhatsApp discussion group had yet discussed the entrepreneurship skill such as 1) how entrepreneurs develop a business thinking skill; 2) how entrepreneurs manage their thinking patterns; 3) how entrepreneurs plan their goals; 4) how entrepreneurs improve their product branding; 5) how entrepreneurs apply Quality Sahabat (QS) formula for a successful business; and 6) how entrepreneurs apply Marketing Langit business strategy. Therefore, the group had yet offered the empowerment aspects for the SBS 9 young entrepreneurs.

Keywords: empowerment, entrepreneur, young, WhatsApp.

INTRODUCTION

WhatsApp is currently turning as a renowned chat application to accommodate group discussion through its convenient features. The online discussion group has reformed the conventional communication pattern in the form of online social media. The paradigm evolution of one-to-one communication to be an online group communication even harvests various communication styles such as one-to-one and one-to-group communication.

The one-to-group online communication style is increasingly well-known due to social media’s features that help to broadcast the messages from a sender to a group of receivers. The security system also allows only the group members that can read the messages. WhatsApp has appeared as an important communication facility in miscellaneous daily activities. It even helps in managing a number of important matters professionally [1].

SBS 9 WhatsApp discussion group was made to accommodate an online group discussion whose members include the students and management staffs of the ninth generation of Sragen Business School (Sekolah Bisnis Sragen – SBS 9). There were 41 members of the group in total, in which Panjiblackwater and MsZein took their roles as the group’s administrators. The members were the young entrepreneurs from Klaten, Surakarta, Sragen, and Karanganyar. The discussion group was targeted to support the empowerment of young entrepreneurs at SBS.

The online discussion media as part of the social interaction media can accommodate the individual and group empowerment, as [2] explained that the integration of different mind, notion, the behavior could be accessible through a communal social interaction. According to [3] and [4], the individual and collective empowerment are facilitated by particular social interaction patterns. The quality of online social interaction is urgently required [5], [6], as the in-depth empowerment theory explains the benefits of interaction quality regarding the roles and context of communicative action theory[7].

The SBS 9 WhatsApp Group should have been utilized as empowerment media among its members to generate important, useful, and professional matters related to the young entrepreneurs’ needs [1]. It was expected to be used as the educative empowerment media aims to produce young, reliable, and independent entrepreneurs and to decrease the number of unemployment [8], improve the technical and business skills, expand partnership networks [9], and improve entrepreneurship skills such as decision making, creative problem solving, strategic mind-map development, negotiation and diplomacy, time management,
confident, self-esteem, independency, strong self-control, stakeholder expansion within the business context, strong work ethic, flexibility, and courage in handling risk management[10].

Based on the temporary observation to SBS 9 WhatsApp group, the discussion group tended to focus on the information of social issues, business information media, religious dialogues, social services, humor and jokes, coordination, lesson tasks, and social appointments. To conclude, the discussion group has yet optimally provided a conducive space for the empowerment of young, strong, persistent, and skillful entrepreneurs, due to the imbalance between the contextual studies and the information sharing within the group discussion. The article was targeted to reveal the chat categories, information, and coordination of the SBS 9 WhatsApp discussion group for the empowerment of the young entrepreneurs.

**METHOD**

The article deployed a Descriptive Qualitative method that was targeted to describe the message characteristics within SBS 9 WhatsApp discussion group [11]. The notion is in line with [12], stating the interpretation as part of the textual articulation process and content analysis. Meanwhile, the qualitative content analysis emphasized the contextual meaning of the word structures [13].

The qualitative content analysis utilized an Inductive Approach to understand text through the word categorization based on the similar meaning. It aimed to establish a conceptual system or model based on the detail textual interpretation and analysis [14],[15].

The article categorized the messages on SBS 9 WhatsApp discussion group as information, coordination, discussion, and chats platform. The primary data included the messages of SBS 9 WhatsApp discussion group. Meanwhile, the primary data collecting technique used repetitive scrutinization. The coding technique applied an independent parallel coding by involving two coders in the categorization procedure. At last, meaningful interpretation was held to elaborate on those categories.

**RESULT**

Table 1 presents the analysis of information, coordination, and discussion from SBS 9 WhatsApp discussion group.

<table>
<thead>
<tr>
<th>No.</th>
<th>Chat Theme</th>
<th>Number of Chats</th>
<th>Chats %</th>
<th>Chat Duration (Minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information, coordination, and discussion related to studies</td>
<td>274</td>
<td>80.1</td>
<td>722</td>
</tr>
<tr>
<td>2</td>
<td>Information, coordination, and discussion related to marketing and business</td>
<td>14</td>
<td>4</td>
<td>24</td>
</tr>
<tr>
<td>3</td>
<td>Information, coordination, and discussion related to religious study</td>
<td>50</td>
<td>14.6</td>
<td>491</td>
</tr>
<tr>
<td>4</td>
<td>Information, coordination, and discussion related to children lost</td>
<td>4</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>342</td>
<td>99.7</td>
<td>1252</td>
</tr>
</tbody>
</table>

The chats related to the studies mainly discussed the coordination among SBS 9 staffs and students in terms of final study period, outbond in Tawangmangu, students’ SMEs branding at the outbond backdrop, outbond payment, discussion to produce SBS 9 “EMAS” alumni, lesson evaluation, outbond preparation, outbond location, SBS 9 students’ commitment and mutation, task discussion, students’ identity forms relating to their business initiatives (name of enterprise, type of enterprise, location of enterprise). The chats related to marketing and business mainly discussed the information of sales, livelihood, business web, knowledge sharing: Marketing a la Rasoolallah, cheap sale offers, and business expansion support system. The chats related to religious discussion covered the information of Islamic Boarding School Students’ Creativity Night (Malam Kreativitas Santri), Indonesian positive and inspiring movies, 212 The Power of Love movie, the story of Usury Breaks Our Marriage (Praktek Riba yang Menghancurkan Rumah Tangga Kami), mosque beautification, Action 115: Millions of Muslims to Back Praying Jum’ah at Monas Indonesia to Support Freedom for Al-Quds, knowledge sharing about usury, and religious study with Ustadz unna Ammi Nur Baits.

The findings supported the idea that SBS 9 WhatsApp discussion group helped the empowerment in terms of study. However, the group had yet been utilized to discuss the learning materials related to entrepreneurship skills given by professional mentors. It did not highlight the matters of how the entrepreneurs grow their business thinking skills, how they manage their mind, how they plan their goals, how they improve their product branding, how they apply Quality Sahabat (QS) formula for a successful business, and how they apply Marketing Langit business strategy.

The group should have facilitated the discussion related to entrepreneurship with all its comprehensive disciplines, as the United Nations Conference on Trade and Development revealed that the entrepreneurship materials should be developed through a cross-discipline method outside the business schools and economics departments. The entrepreneurship should be expanded through various sectors, including medical, arts, and public services. The effective entrepreneurship programs mainly emphasize the behavioral, skill, and manner development, including establishing confidence, self-
esteem, and leadership from the basic to medium level [16].

With regards to the religious discussion, SBS 9 WhatsApp group appeared as a good solution, especially for Islamic knowledge sharing related to entrepreneurship, as the religion itself becomes the strong foundation for a successful entrepreneur. Rimiati and Munaroh explained that the application of Islamic entrepreneurship values, including honesty, hardworking, trustworthy, compliance, supplication, and generosity, could significantly define success [17].

The discussion on the collective communication as part of the empowerment process is considered urgent, as Wong explained that the communicative action linked with the empowerment process could raise individual or communal authority through communication, as an attempt to reach collective decision [18]. The individual or communal emotive feeling combined with the communicative social interaction will also trigger more pride, encourage confidence and self-esteem, and grow trust to the online groups. The communicative interaction will enforce the individual empowerment among the members, recognize their existence, respect their ideas, provide effective problem solving, and accommodate collective interests. Therefore, the communal activities reflect the individual purpose, as the collective empowerment is pursued through social support.

Every member of the group requires social support in the form of social action as the advice for their important matters of life [19], the foundation of individual empowerment, and social bond [20] produced through communicative interaction. The exchange of social support functions to facilitate every member with powerful collective communication by referring to their purposes. The strategy is targeted to maximize the ability, produce consideration, grow tolerance among members, and establish coordination and consensus [21].

CONCLUSION

The findings eventually produce the following conclusion: The communal communication through WhatsApp is part of the empowerment process that is targeted to reinforce the individual and collective strength to reach the collective understanding and produce decisions.

SBS 9 WhatsApp discussion group contained: 1) information, coordination, and discussion related to study; 2) information, coordination, discussion related to marketing and business; 3) information, coordination, discussion related to religion; and 4) information, coordination, discussion related to social issues.

The chats of SBS 9 WhatsApp discussion group had yet highlighted the entrepreneurship aspects such as 1) how entrepreneurs develop a business thinking skill; 2) how entrepreneurs manage their thinking patterns; 3) how entrepreneurs plant their goals; 4) how entrepreneurs improve their product branding; 5) how entrepreneurs apply Quality sahabat (QS) formula for a successful business; and 6) how entrepreneurs apply Marketing Langit business strategy. There fore, the group had yet sufficiently offered the empowerment aspects for the SBS 9 young entrepreneurs.

REFERENCES


