# Digital Modeling through Observation of Content on Social Media in the Learning Process of Novice Entrepreneurial Communication Strategies

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## ABSTRACT

This study aims to investigate digital modelling through observing content on social media in the learning process of novice entrepreneurial communication strategies. Novice entrepreneurs tend to follow and imitate other business strategies that have been successful and which can motivate them to learn their communication strategy content in digital media. Advances in communication technology include the nature, range, and speed that can influence the behavior being modeled, this makes electronic modeling a powerful tool/means for transcultural and socio-economic change. This study uses a qualitative research method with a case study design. Social cognitive theory is used to describe digital modeling carried out by novice entrepreneurs through observing content on social media in the learning process. Then in interpreting learning content on social media in the learning process, it is analyzed using reception theory. The research subjects came from novice entrepreneurs who were registered in the training assistance of the Cooperative and SME Department, Surakarta, Indonesia. Data collection techniques using in-depth interviews. The results showed the main focus of novice entrepreneurs in modeling through observing content on social media, among others, skills in making product photos/videos, maximizing the use of captions and hashtags to support photos to be more informative, and focusing on how to build a business and product identity/branding, and relational communication.

*Keywords:Digital Modeling, Novice Entrepreneurs, Social Media.*

## 1. INTRODUCTION

Digitalization has become part of everyone's daily routine, one of which is social media platforms which have become an integral part of entrepreneurial practice. Social media has been proven to provide many benefits, especially for startup entrepreneurs for business growth and brand development [1], simplifying various obstacles in the communication process[2], sharing information and finding better opportunities [3], as well as building a business identity and being able to engage directly with their stakeholders[4], at a relatively low cost.

Startup companies and new ventures are essential for economic growth in modern society. Different from large and well-established companies, start-up companies have unique characteristics, for example, limited resources including capital, marketing and raw materials[5], besides that the company's identity, reputation, and internal structure have not been built [6]. These special characteristics indicate the importance of startup companies developing creative and innovative strategies in their strategic communication and branding practices rather than following the guidelines provided for large companies that already have strong resources, reputation, and identity. A novice entrepreneur is translated as someone who tries to use courage and persistence until his business experiences a growth process[7]. Meanwhile [8] explains that novice entrepreneurs are people who are doing business and/or starting businesses that have the potential to be developed.

Due to limited resources including knowledge, they do not understand the characteristics of social media users. Novice entrepreneurs are more likely to learn new things such as digital marketing communication strategies, branding, reputation/business identity by learning through social media observations for business growth and brand development, they tend to follow and imitate other established and successful business strategies with observing and imitate whatever can be adopted in their business. By learning through observation in digital media, entrepreneurs can learn many things from how to increase

turnover to customer satisfaction and seeing trending prospects in their target customers. The learning process through observational learning conducted through media can be explained using social cognitive theory by Albert Bandura.

The social cognitive theory argues that a person's thoughts, feelings, and behavior can be shaped through the observation of social interactions, including actions that are observed through the media[9]. Bandura(1977) believes that humans are active information processors who think about the relationship between their behavior and its consequences. Therefore, in the learning process, novice entrepreneurs will process their information obtained through observations on the selected model (content) so that an understanding of the learning outcomes will be formed. The process of forming an understanding will produce different meanings that determine success in modeling between individuals (novice entrepreneurs). The difference in meaning in the process of understanding the observed learning content is influenced by the environment, individuals and behavior[11], so that to find out how novice entrepreneurs interpret content both verbal and visual in their learning process to determine the success of modeling can be analyzed using message interpretation theory (reception theory) by Stuart Hall [12].

In a study conducted by Shaw [13], it explains how interactive digital media students can interpret learning messages on interactive media using the encoding/decoding model by Stuart Hall to find out certain types of interactivity supported or hindered by technology and platforms. In principle[12] also explains that "text" be it books, films, or other creative works is not only passively accepted by the audience, but viewers interpret the meaning of the text based on individual experiences and life experiences. So that the relationship between Albert Bandura's social cognitive theory and Stuart Hall's reception theory is to emphasize the individual (human) itself on understanding the meaning of media messages in determining their learning success, so that in this study two main theories are used, namely social cognitive theory and reception theory which will be constructed into research conceptual framework.

Bandura [10] shows how innovation can emerge through modeling. When observers observe models that differ in thinking and behavior styles, observers rarely directly pattern their behavior after the appearance of a model. Observers also do not adopt all the attributes even though the model is the preferred model. Observers are more likely to combine different model features in new mixtures that differ from the source of the individual models. Thus, it can create new forms of behavior through modeling that are different from each other by selectively mixing or combining different features of the models. In many social and technological innovations, individuals who adopt the aspects being modeled are found to be effective and there are improvements and synthesis into new forms. In short, this selective modeling is often the start of an innovation[14].

The focus of this research is how digital modeling is done by novice entrepreneurs through observing content on social media in the process of learning their communication strategies in building a reputation, identity, and branding for their businesses as an effort to develop their business. The research location was conducted in the city of Surakarta, Indonesia. The reason the researchers conducted a case study in the city of Surakarta, is because the growth of MSMEs (Micro small and Medium Enterprises) in the city of Surakarta has increased quite high every year since 2018. The results of the interview with Nur Haryani (2020) as the head of the Surakarta City Cooperative and SME Department revealed "that the growth of MSMEs in Surakarta has experienced an increase of 10% every year since 2018 in line with the program for new business / entrepreneurial startups that are carried out every year. The number of MSMEs in Surakarta City until the end of 2019 reached 3,200 MSMEs, especially in the productive fields. As for the potential for MSMEs in Surakarta, around 43,700 MSMEs, the data is compiled from the Central Statistics Agency (BPS, 2020)". While the research subjects were novice entrepreneurs who were recorded in the training of novice entrepreneurship training at the Cooperative and SME Department of Surakarta, selected from various categories of business fields required in the research.

This research is expected to help provide implications for communication management academics, strategic communication, and professionals. Theoretically, it is hoped that it can expand knowledge for communication strategies for novice businesses in modeling through observing models on social media in the learning process. In practical terms, this study is expected to provide understanding for novice entrepreneurs in modeling through observation to determine communication strategies that match their characteristics from the models observed.

## 2. LITERATURE REVIEW

To describe more deeply the learning process of beginner entrepreneurial communication strategies through observation of models on social media in this study, the social cognitive theory by Albert Bandura was used.

Social learning theory or social cognitive theory (Bandura, 1977, 1986) argues that individuals are attracted to role models that can help them to develop themselves further by learning new tasks and skills[15]. People who are assumed to learn in a social context are observing others with whom they can identify and work best in areas where they are themselves involved or where they wish to excel, namely learning by example (or by modeling). Many entrepreneurs find information about the market, industry, administrative regulations, and potential through their social[16]. Role relevance models for proven entrepreneurs in successful businesses are filled with stories and references, of entrepreneurial efforts and successes that have influenced other entrepreneurs.

Bandura[10] believes that humans are active information processors who think about the relationship between their behavior and its consequences so that in the learning process beginner entrepreneurs will process the information obtained through observations on the model that has been observed and an understanding of the learning outcomes is formed. The process of forming an understanding will produce different meanings that determine success in modeling between individuals (novice entrepreneurs). The difference in meaning in the process of interpreting the observed learning content is influenced by the environment, individuals, and behavior [10] so that to find out how beginner entrepreneurs interpret the attributes of digital communication strategies that have been learned through observations on social media that determine the accuracy of modeling can be analyzed. using the theory of the meaning of messages (reception theory) by Stuart Hall [12].

In principle, Hall [12] explains that "text" whether it is a book, film, or other creative work is not passively accepted by the audience, but still defines the meaning of the text based on individual experiences and life experiences. Reception theory in analyzing meaning that is implemented by novice entrepreneurs in the learning process through observations on social media. In line with the basic principles of Bandura's social cognitive theory, Stuart Hall's reception theory also emphasizes that individuals (humans) actively process and interpret media messages, in this case, the content of digital communication strategies learned through observation on social media.

In previous studies that have used Bandura's social cognitive theory in the context of entrepreneurship learning, among others byZozimo [15] who examined entrepreneurship learning through role models.Tri Harinie, Sudiro, Rahayu, & Fatchan, [17] examined learning through observing family roles. Bosma et al on entrepreneurship just starting and the importance of role models.Markowska & Wiklund [18] conducted an in-depth case study of self-efficacy that affects entrepreneurial preferences to choose to experiment or modeling in their learning process. In this research using a symbolic model that involves behavior in social media, this is a theoretical gap. More specifically what is learned from the model is a digital communication strategy by budding entrepreneurs.

Whereas previous research used Stuart Hall's reception theory in the context of entrepreneurship, including Putra [19] which aimed to see the meaning of novice entrepreneurship on the website content "101youngCEO.com" which contains articles, pictures, and videos about tips. business, motivation, etc. as a reference for starting a business. Stuart Hall's acceptance analysis of the encoding-decoding model used on request. Another study was conducted byWinarsih [20] regarding audience interpretation of product brand equity through poster media. The results showed that various interpretations, educational background, occupation, and social environment were some of the factors that influenced the 3 patterns of meaning, namely dominant-hegemonic, negotiation, and use. Some of these studies contribute as a theoretical basis in the context of the meaning of entrepreneurship in consuming the content studied. and for communication with social cognitive learning theory in the sense of a digital strategy model by budding entrepreneurs.

This research was conducted at the Office of Cooperatives and UKM, Surakarta City, Indonesia. The research implementation used was longitudinal with a panel study, namely research in repeated time points using the same respondents. The reason the authors researched the city of Surakarta was that the number of beginner entrepreneurs in the city of Surakarta who were recorded in the Surakarta City Cooperative and UKM Office, which became the population of the research subjects, has increased quite high since 2018. From 2018 there were 60 people, in 2019 it increased by 294. people, and mid-2020 a total of 290 people, and monitoring and evaluation activities are still ongoing.

## 3. METHODS

This study uses the interpretivism paradigm with a qualitative approach. The research method used is a case study, according to Yin [21] in general case studies are a more suitable strategy if the main question of a study is related to 'how' or 'why' if the researcher has little opportunity to control the events that will be investigated, and where the focus of his research is on contemporary (present) phenomena in the context of real life. This type of research is a descriptive case study, based on descriptive research to provide a narrative description of a social phenomenon under study. Researchers describe the indicators of the variables that are the center of research attention.

In this research, descriptive case study type is very suitable because it is based on research objectives to explain complex phenomena by answering the question "how is the process of learning digital communication strategies by novice entrepreneurs through observing models in social media", using descriptive case studies can provide an explanation of something that is happening. it was not clear at first.

The place of this research was conducted in the city of Surakarta, Indonesia, in January - July 2020. The research implementation used was longitudinal with a panel study, namely research in repeated time points using the same respondents. Then based on the problems studied and the research objectives, the target of this study is the beginner entrepreneurial training center for the Cooperative and Small Medium Enterprises Office of Surakarta, Indonesia. In this study, the sampling technique was non-probability sampling using purposive sampling. Samples/subjects that were the source of the data were novice entrepreneurs who were recorded in the coaching/training of new businesses at the Surakarta City Cooperative and SME Department.

In this study, the sample taken is information-rich oriented. The case in this study is a type of paradigmatic case, namely as an example (model) or prototype that is typical. Where the cases (which in the language of quantitative research are called respondents) have special characteristics, in this case, are novice entrepreneurs who have unique characteristics that are different from established and successful businesses so that in this study the authors used case selection by sampling using typical case sampling.

In this study, the selected case is the Surakarta City Cooperative and SME Department which has an embedded unit, which is one unit in the SME sector and has data on 290 beginner entrepreneurs. Surakarta as a single case and, therefore, referred to as a single case study. Furthermore, from the existing cases, namely the data of 290 beginner entrepreneurs that the author has, which was obtained from the SME sector unit at the Surakarta SME, the author examines cases with intrinsic interest that there are cases that are unique, which are different from other cases. It is not an average case with the others. Thus the case is given, certain.

Inaccordance with the criteria for the definition of the starter entrepreneur category by the Ministry of Cooperatives and Small and Medium Enterprises of Indonesia, the authors set a sample of productive sector businesses, namely 3 starter entrepreneurs in the culinary and fashion fields, where the business categories are based on data from the Surakarta Small and Medium Enterprise (Diskop UKM). the year 2020.

The method of collecting data in this qualitative research uses in-depth interviews. Whereas in this study the secondary data used were data on novice entrepreneurs, new business growth, MSME growth, and the potential of MSMEs in the city of Surakarta, Indonesia which was taken at the Surakarta Cooperative and SME Department. Then the data from research on previous novice entrepreneurs. Data analysis was used from Miles & Huberman[22] after the data collected was performed data reduction, data presentation, and drawing conclusions then triangulation was carried out for the purpose of checking the validity of the research data.

## 4. RESULTS AND DISCUSSIONS

### 4.1. How is digital modeling by novice entrepreneurs through observing content on social media in their learning process?

To answer this question, the social cognitive theory is used as a reference in explaining the digital modeling process through observational learning in the learning process of communication strategies carried out by novice entrepreneurs through role models (content) on social media. Model refers to an actual person whose behavior serves as a stimulus to an observer's response[23]. Meanwhile, modeling has historically been considered nothing more than behavioral imitation. Observational learning cannot occur unless cognitive processes are at work. Behavioral factors involve skills, practice, and self-efficacy, which thus influence a person's thoughts and actions. Bandura[10] suggests that four mediational processes occur during observational learning. These processes are the attention process, the retention process, the motor reproduction process, and the motivation process.

### 4.1.1. Attention process

This process only involves the extent to which a person is exposed to and/or noticing the behavior. Many behaviors are observed every day on social media, and many of those behaviors that go unnoticed are often ignored. Because attention is very important in knowing whether behavior or content observed on social media influences novice entrepreneurs. From the results of in-depth interviews on the informants' attention process revealed:

> *"In learning content creation, we observe and follow trends such as photo backgrounds, the properties in the photos, of course, from the content/accounts above us, such as celebrity models that inspire Onlineshop (Informant X1).*

> *"From the results of our observations from other successful businesses, the most important thing for us to learn from our attention is to maximize photos, captions, and hashtags (Informant Y1).*

> *"In our opinion, from several experiences following training on the use of social media and from our observations on other businesses above us, the most important thing that must be considered to be learned is that the use of the account name/username must be correct and can represent the product and its segmentation, it looks like the accounts. Onlineshop above us on social media where the name becomes attached to the minds of customers and then can form a strong business identity. Meanwhile, in exploring how to establish relationships with customers, we observe and pay attention to how Onlineshop/accounts that have many followers interact with their customers through reviews/comment fields to answer questions about products, complaints and so on (Informant Z1).*

This process shows that novice entrepreneurs pay attention to other businesses that are considered more successful in creating communication strategy content on social media. Whereas the main focus of their attention is skill content in making photo/video content (Informant X1), maximizing the use of photos, hashtags, captions

(Informant Y1), building business, and product identities, and building relationships with customers (Informant Z1).

## 4.1.2. Retention process

This process refers to how well the behavior is remembered. Therefore, it is important to remember that the memory of the behavior will be carried out later by the observer. According to Bandura [10], there are two types of mental representations: visual and verbal. So, once a novice entrepreneur observes a model on social media to be modeled, they can save a visual sequence of that content, perhaps remi nd themselves verbally about the main elements of that visual or verbal content, and then mentally practice visualizing it. the. From the results of in-depth interviews on the retention process, the informants revealed:

*"What we always remember is what we learn from observing the content on the social media of celebrities, which he uses a review story that shows how from top to bottom mixed several products such as pants, clothes in one content to be more informative (Informant X1).*

*"The results of the observations on accounts on social media that we observe are used as a reference in learning, the most important thing to remember is the creation of video files/product photos, maximizing the use of captions to be more informative, and using hashtags that can be used. represents our product and business brand (Informant Y1).*

*"To build relationships and build business identities in the use of social media from the results we learned from observations on other businesses on social media, the most important order to learn is the use of all social media platforms, the use of usernames/business account names, consistency in content updates to inform you of the latest products and events. Finally, you can directly interact with customers by answering important questions in the comments column or direct messages (Informant Z1).*

This process shows that the main elements that are most important for these informants to remember in creating visual/verbal content and communication strategies are creating photo/video content by combining several products into a review story (Informant X1), Making photos/videos with maximizing the use of captions and hashtags to be more informative (Informant Y2), maximizing all social media platforms by using the right username and interacting with customers in the review column (Informant Z1).

## 4.1.3. Motor reproduction process

This process is the ability to perform an action that has just been demonstrated by an observed model such as the content on social media. After novice entrepreneurs observe the content of the account model on social media, novice entrepreneurs must work hard to refine and shape the understanding until it resembles the observed content model. Novice entrepreneurs see many behaviors every day on social media that they would like to emulate but not all of which are easy to imitate. According to Bandura (1977), to achieve the desired observed behavior, the individual must have the ability and skills to mimic behavior, receive accurate feedback during the learning process, and monitor reproductive efforts. The results of in-depth interviews on the motor reproduction process of the informants revealed:

*"What we can do from the results we have learned through observing content on social media is to make photo backgrounds such as the properties in the photo from looking at the models of several celebgrams, and we also want to make such a product review video, but we cannot yet. So for the time being, all we can do is just create photo content because of our limited human resources and our knowledge of the content "(Informant X1).*

*"The results of observations on other business social media accounts that we have studied, and what we can apply to our business are product photo/video content, use of captions and hashtags" (Informant Y1).*

*"From the results of our observations from several other business accounts that we have studied, the most important and that we have applied is how to build business and product identity, one of which is by utilizing the use of all social media platforms to provide important information to customers and to be involved as much as possible. direct interaction with customers on social media (Informant Z1).*

In this process, the ability to imitate learning outcomes through observing models on social media is still at the stage of creating photo content such as product photo backgrounds and properties used in product photos (Informant X1). Has applied photo content creation skills and maximized captions and hashtags (Informant Y1). Has used all social media platforms to provide product information and interact with customers (Informant Z1).

## 4.1.4. Motivational process

This process is perhaps the most important of the four observational learning processes and refers to the desire to perform a behavior. Without motivation, observations can't replicate the content that has been observed. Motivation

can be seen as a key component of the four stages of observing the learning process. Furthermore, if the perceived benefits and benefits outweigh the perceived disadvantages, then the content of the communication strategy is more likely to be imitated by novice entrepreneurs. The results of the interviews on the informants' motivation process revealed:

*"We hope that in the future we can create interesting content, but when we can do it, we are still at the skill stage in making photo content, but then we want to create, as we have observed, from several other celebgram and Onlineshop that can make video review stories, product reviews and mixed several kinds of products into one video content and become a future motivation to continue learning and learning (Informant X1).*

*"In utilizing the use of social media and the results we have studied and observed, our motivation and the main goal is to be able to provide information to our customers and to easily find information about our events, promos, and products on social media (Informant Y1 ).*

*"Our main motivation in using social media is to make our business known by many customers and have a strong reputation/business identity and products like other businesses that have been successful in their branding (Informant Z1).*

In the motivational process stage, briefly, their main motivation is to be able to create interesting photo/video content with more informative purposes (Informant X1), use of hashtags and captions to support photo content to make it more informative and make it easier for customers to search for content -the content of their products (Informant Y1), build business identity and branding by maximizing the business name on their social media accounts and providing the best service by engaging in direct interaction with their customers both in comments/reviews and direct messages (Informant Z1).

## 4.2. How do novice entrepreneurs interpret the content on social media that they have observed that will be modeled in their learning process?

To explain how novice entrepreneurs interpret visual and verbal messages on social media in the learning process, a reception analysis is used by Stuart Hall [12] which is a study of audiences in mass communication. This study looks at how audiences interpret or read media texts. In the previous discussion, Albert Bandura explained that humans are active information processors who think about the relationship between their behavior and its consequences so that the learning process through observations on social media will produce different

meanings between individuals/novice entrepreneurs. Reception theory plays a role in analyzing the meaning understood by novice entrepreneurs that determine their success in the learning process of novice entrepreneurs. The reception analysis used in this research is Stuart Hall's encoding-decoding model. Hall states that there are three public positions in receiving messages through digital media for an interactive learning process, including dominant hegemonic position, negotiated position, and oppositional position.

### 4.2.1. Dominan hegemonic position

In this position, the novice entrepreneur takes meaning from the learning process through observation on social media such as visual/verbal content and encodes it according to the intended meaning offered by the observed media text. Novice entrepreneurs already have the same understanding, will not repeat messages, the views of communicators and communicants are the same and immediately accept. The results of in-depth interviews in this position, the informants revealed:

*"The creation of photo/video content must be informative and interesting, this can be done by making several product choices into one photo/video content so that it looks attractive and informative to customers and can be followed by a review story about superior products (Informant X1).*

*"The use of hashtags in the content that we observe, in our opinion, can help buyers who want to find product photos to be purchased. Meanwhile, the use of the hashtag is used to make it easier for buyers to find product photos. Finally, the use of captions on the content that we observe can be useful to help inform the details of the products displayed (Informant Y1).*

*"The results of our observations from several other businesses that become our reference, they use a username/business name on social media that is interesting and in accordance with their product or target segmentation, as well as being responsive to customers in the review column by answering questions. who can represent other customers. This can strengthen the image, branding, business identity, and products and services in the minds of customers (Informant Z1).*

In other words. In this position, the informants are in a dominant hegemonic position because this is in accordance with the material for beginner entrepreneur training and what the mentors who provide the material mean, various references to previous research and other efforts they observe on social media.

### 4.2.2. Negosiated position

This position is a combination position, on the one hand, novice entrepreneurs can catch the dominant code in the text, but some reject it and they make a selection that is suitable or not to is adapted into a limited context. In other words, novice entrepreneurs do not take the message outright. In this position the informant revealed:

> *"The product photos that we observe on social media look good and attractive, especially in terms of bright tones and there are properties that support the product in the photo to make it look more attractive, but it would be great if you could combine several products into one content so that looks more interesting (Informant X1).*

> *"Our observations on other efforts in our learning process, for the use of hashtags in our opinion it is very important to help buyers who want to find photos of products to be purchased, but these hashtags must be specific that characterize our products, the use of hashtags that are too general and long. some of the other attempts we have observed may confuse customers (Informant Y1).*

In other words, the informant mixes his interpretation of the content he observes on social media with certain experiences that he has previously understood. This shows that the informant is in a negotiated reading position.

### 4.2.3. Oppositional position

Similar to the negotiation position, in this case, the novice entrepreneur also fully understands the denotative and connotative meanings as an abstraction of the message made, but the attitude shown is precisely the opposite of the message content. In other words, in this position, there is a form of objection to the dominant code because there is an alternative reference that is considered more relevant. In this position the informant stated:

> *"The use of captions in the content that we observe partly uses captions that are too long and in our opinion a bit confusing for consumers, we emphasize more on photo content, while using captions if needed is solid and clear, the important thing is informative (Y1).*

Thus the informant focuses more on photo content and does not consider the use of captions in informing products. This shows the informant is in an oppositional position.

### 4.2. Discussion

Start-up companies and new businesses have unique characteristics, for example, limited resources including capital, marketing and raw materials[5], besides that the company's identity, reputation, and internal structure have not been built [6], thus showing the importance of using a specific strategy in business growth and brand development rather than following a large business strategy that already has a strong identity/reputation resource. With the presence of social media, novice entrepreneurs can take advantage of this platform to grow their business and develop brands at relatively low costs, one of which is by means of digital modeling in the learning process. The results of in-depth interviews with informants in conducting digital modeling in the learning process by analyzing the concept of observational learning[10] show that the informants have a focus on their respective orientation on the learning process, this is because their previous knowledge and experiences are different. In modeling (Informant X1) focused on skills in making photo/video content, (Informant Y1) focused on maximizing the use of captions and hashtags to support photos to be more informative, while (Informant Z1) focused on how to build business identity/branding as well as products and relational communication. Bandura argues that differences in focus and orientation in the learning process through modeling are caused by cognitive factors including personal factors, prior knowledge, attitudes, and expectations about results. Bandura believes that humans are active information processors who think about the relationship between their behavior and its consequences, therefore entrepreneurs have each belief that whatever they learn that will model their business will have an impact on business growth and brand development.

Furthermore, to support success in modeling how novice entrepreneurs interpret the content on social media that they have observed which will be modeled in their learning process, the results of in-depth interviews that have been analyzed using the encoding-decoding model in three positions of acceptance of meaning show: first is in a dominant position hegemony (Informant X1) argues that the creation of photo/video content must be interesting and informative. (Y1 informant) argues that maximizing the use of hashtags and captions can make it easier for customers to find the photos they are looking for. (Informant Z1) argues that using a username/business name that is attractive and according to segmentation and utilizing the review feature on social media to interact with customers can strengthen the image, branding, business identity, and products and services in the minds of customers. The opinion of the informants in this position is in a dominant hegemonic position because it is in accordance with the novice entrepreneur training material and what is meant by the mentors who have delivered the material and various previous research sources. Second, in the negotiated position (Informant X1) and (Informant Y1) mix their interpretations of the content they observe about

photos and hashtags so that in this case they are in the negotiated position. Finally (Y1 informant) argued that the use of captions was not too important and captions that were too long could confuse customers, and only relying on the use of photos, this shows the informant in the oppositional position.

Due to the various unique characteristics that novice entrepreneurs have, they need to pay attention to the chosen model/content that is modeled in their learning process. For example, novice entrepreneurs must consider the type of business, segmentation, products and so on, while interpreting entrepreneurial learning models/content needs to study various references and attend various business training in the use of digital media to add a lot of insight in growing a business and developing brands to make it easier. in adapting any content according to their business. The results showed that entrepreneurs only focused on one skill area in creating verbal/visual content and business communication strategies, for example (Informant X1) only focused on creating photo content, (Informant Y1) only focused on maximizing the use of captions and hashtags to add photo information, (Informant Z1) only focuses on how to build the business and product identity/branding and relational communication. Novice entrepreneurs need to maximize and combine whatever needs to be learned, not only focusing on content creation skills and communication

strategies. Bandura[11] shows how innovation can emerge through modeling. When observers observe different models in thinking and behavior styles, observers rarely directly pattern their behavior after the appearance of a model. Observers also do not adopt all the attributes even though the model is the preferred model. Observers are more likely to combine different model features in a new mix of different sources from the individual model. Thus, it can create new forms of behavior through modeling that are different from each other by selectively mixing or combining different features of the models. In many social and technological innovations, individuals who adopt the aspects being modeled are found to be effective and there are improvements and synthesis into new forms. In short, this selective modeling is often the beginning of an innovation [14].

Other important things that must be considered include: communication channel patterns and classifying digital media used, whether one-way or two-way[24], examining the main obstacles in studying digital media to fix obstacles in using digital media for business, for example,[25] have classified the supporting and inhibiting factors in adopting digital channels in micro-enterprises into three main categories; first, the specific factors of the company and owner or manager, second, factors related to resources and environmental factors.

## 5. CONCLUSION

Based on the results of the research, digital modeling carried out by novice entrepreneurs through observing content on social media in the learning process of communication strategies, there are several things that become their main focus, including skills in making product photos/videos, maximizing the use of captions and hashtags to support photos so that more informative, focusing on how to build a business and product identity/branding and relational communication. Due to limited resources including knowledge, the research results show that entrepreneurs only focus on one skill area in creating verbal/visual content and business communication strategies. Novice entrepreneurs need to maximize and combine what needs to be learned, not only focus on content creation and communication strategies. So that the suggestion put forward is that it is necessary to pay attention to the selected model/content which is modeled in their learning process. For example, novice entrepreneurs must consider the type of business, segmentation, products and so on, while interpreting entrepreneurial learning models/content needs to study various references and attend various business training in the use of digital media to add a lot of insight in growing a business and developing brands to make it easier. in adapting any content according to their business. Finally,

classify the patterns of communication channels and digital media used, whether one-way or two-way.

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