

THE ROLE OF DIGITAL MARKETING AND ENTREPRENEURSHIP AWARENESS IN HELPING THE BUSINESS PERFORMANCE: IN THE CASE OF YOUNG ENTREPRENEURS IN MANADO

PERAN PEMASARAN DIGITAL DAN KESADARAN KEWIRAUSAHAAN DALAM MEMBANTU PERFORMA BISNIS: PADA PENGUSAHA MUDAH DI MANADO

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Abstract: Every business must need the right utilization of strategy to perform maximally and stay exist in the economy, while adapting to the development of the era. The increasing use of the internet and social media could be a good business opportunity to be utilized, especially when equipped with the right entrepreneurship awareness education owned by the business owners. This research has a purpose to find out and figure out deeper about the roles held by digital marketing and entrepreneurship awareness in helping the business performance, in the case of young entrepreneurs in Manado. This research used qualitative methodology and the samples used are 15 informants from various business industries in Manado. The result shows that digital marketing and entrepreneurship awareness held positive and important roles in helping the maximum of the business performance owned by the young entrepreneurs in Manado.

Keywords: digital marketing, entrepreneurship awareness, business performance, young entrepreneurs

Abstrak: Setiap bisnis pasti memerlukan pemanfaatan strategi yang tepat untuk mampu berjalan secara maksimal dan bertahan di ekonomi, serta juga beradaptasi dengan perkembangan era. Penggunaan internet dan sosial media yang semakin meningkat dapat menjadi kesempatan bisnis yang sangat baik untuk di manfaatkan, terlebih lagi saat di perlengkapi dengan edukasi kewirausahaan yang tepat bagi pengusaha di Manado. Penelitian ini menggunakan metode kualitatif dan Sample yang di gunakan adalah 15 informan dari beberapa bisnis industri di Manado. Hasil penelitian menunjukkan pemasaran digital dan kesadaran kewirausahaan memegang peran yang positif dan penting dan membantu memaksimalkan performa bisnis dari pada pengusaha-pengusaha mudah di Manado.

Kata Kunci: pemasaran digital, kesadaran kewirausahaan, performa bisnis, pengusaha muda

INTRODUCTION

Research Background

The population of the entrepreneur in a country is important, because they are the ones who have the capability to look for opportunities, grow and create new businesses. As the result is the creation of employment or new job field and the growth of the country's economy. Based on Central Bureau of Statistics (BPS) in 2017, it was concluded that there is an increase in the number of entrepreneurs from 1.6% to 3.1% of the population. That number is pleasing because it has surpassed the psychological limit which is 2%. The amount of entrepreneurs in a country is considered to be the indicator of a country's progression. The benchmark is at least 2% of the population has to work as an entrepreneur. With a population of 250 million people, Indonesia must have at least 5 million entrepreneurs. Compared to the other neighboring countries, Indonesia is quite left behind with Singapore's position is at 7%, Malaysia is at 5%, Thailand is at 4.5%, and Vietnam is at 3.3%. America and Japan have progressed a lot, for 10% of its citizens are in the business world already. In this digital era, there is almost no constraint in starting a business.

The beginning capital is only creativity and courage. Anyone can open an online store, without having to open a physical store first. On the other side the young people who are internet literate, do not hesitate to shop online. They can easily compare the price of the goods online and can compare the services or prices from one seller to another. As the result, online shopping is increasing every year. Competition has also become more open and fair. Even conventional businesses have now upgraded and learn about digital selling opportunities. The young generation is an important asset to the economic development of a country. This is because they have a strong vitality that is needed for economic development. In addition, at a young age, they also still have the strength both mentally and physically (Ridzwan, Muhammad, and Ab Rahman, 2017). Young entrepreneurs are inclined to be open to changes or something new (like Trends, etc.). By the opportunity of sophisticated digital marketing, facilities and advantages are opened widely, giving convenience in starting a business. It is better when the young people are aware of it and can make utilized of this business opportunity that digital marketing & social media provided while equipping themselves with entrepreneurship awareness education, where they can create the work by themselves. By this, many unemployed graduates may be decreasing, as according to Chigunta (2002), Fatoki and Chindoga (2011), many young people, especially university graduates in Manado did not get a job or unemployed. By the research background presented, therefore this research is to find out and figure out deeper about the role held by the digital marketing and entrepreneurship awareness in helping the business performance, in the case of young entrepreneurs in Manado.

Research Objective

The research objective of this paper is to analyze about the roles hold by the digital marketing and entrepreneurship awareness in helping the business performance, in the case of young entrepreneurs in Manado.

THEORETICAL FRAMEWORK

Roles

According to Education and Culture Office No. 324/U/1997, role is a set of behaviors expected of a person according to a given social position both formally and informally. In this case it is not a person, instead it is a role owned by the concept, to achieve certain goal or purpose.

Marketing

Marketing is an important part in the success of the company; it is like the gun that company has because a good marketing strategy somehow identifies the maximum sales and the existing of the company. According to Griffin and Elbert (2009), marketing is an activity, series institutions and processes of creating, connecting, present and offer improvements, give value to customers, clients, partners, and the wider community.

Digital Marketing

Digital marketing consists of online advertising, websites, mobile advertising, social media utilization, online presence, email marketing and links to other websites.

Entrepreneurship

Entrepreneurship is the creation or extraction of value. With this definition, entrepreneurship is viewed as a change, generally entailing risk beyond the ordinary risks in starting a business, which included other value than only the economic ones. According to Reynolds (2001), entrepreneurship refers to any attempt at creating new business or venture such as self-employment, a new business organization or the expansion of existing business by an individual, group of individuals or established businesses.

Entrepreneurship Awareness

Entrepreneurship awareness is an important thing an aspiring entrepreneur should have before starting a venture or business. According to Ashmore (1992), the first step in the process of new venture creation and success is awareness of entrepreneurship. When potential entrepreneurs become aware of the process of new venture creation, they will be open to information from the environment concerning such opportunities. Indeed, research has begun to show that in the absence of awareness about entrepreneurship, new venture creation becomes extremely difficult, according to Marchigiano-Monroy (1993).

Previous Research

Mohammed T. Nuseir and Ahmad Ibrahim Aljumah (2020) examined the influential factors for adoption of digital marketing strategies to become competitive in a rapidly changing environment. The study examined the direct and moderating affect of agile marketing between independent and dependent constructs. The results of study depicted that relative advantage as independent constructs of the study significantly influence the digital marketing adoption but the competitive industry doesn't influence the adoption of digital marketing as it observed to be insignificant. The moderating effect of agile marketing was observed in both moderating hypotheses, that agile marketing moderate the relationship between relative advantage, competitive industry and digital marketing adoption.

Omega Pingkan Joseph, Joy Elly Tulung, and Shinta Wangke (2020) was to find out deeper and further about social media marketing role on the business performance of SMEs in Manado during pandemic covid-19. This research used descriptive qualitative methodology and samples used in this research is 15 respondent who run culinary MSMEs. The results shows that Social Media Marketing has positive impact towards Business Performance on Micro Small and Medium – Sized Enterprises (MSMEs) in Manado

Olawale Fatoki and Lynety Chindoga (2011) investigated the obstacles to youth entrepreneurial intention. Two sets of questionnaires were self-administered to high school students and university students. The respondents were selected using simple random sampling method. Five-point Likert scale was used to measure the responses. Data analysis includes descriptive statistics, the principal component analysis and T-test. The results indicate that youths perceive lack of capital, lack of skill, lack of support, lack of market opportunities and risk as the main obstacles to entrepreneurial intention

Conceptual Framework



Figure 1. Conceptual Framework

Source: author's note 2021

Figure 1 explained the Role of Digital Marketing and Entrepreneurship Awareness in Helping the Young Entrepreneurs in Manado.

RESEARCH METHOD**Research Approach**

The type of research used in this thesis is a qualitative method, to analyze and find out deeper about the roles of digital marketing and entrepreneurship awareness in helping the young entrepreneurs in Manado. We are using the semi-structured in-depth interview, which typically the interview is quite an effective method for data collection when the researcher wants: (1) to collect qualitative, open-ended data; (2) to explore participant thoughts, feelings and beliefs about a particular topic; and (3) to delve deeply into personal and sometimes sensitive issues (DeJonckheere and Vaughn, 2019).

Population, Sample, and Sampling Technique

The population selected in this research are the young entrepreneurs who are running their business in Manado city, aged from 22-29 years old. The sample in this research are 15 informants of the business owners and have business experience minimum of 2 years. In this research, the sampling technique used is non-probability sampling with purposive sampling technique. According to Crossman (2020), purposive sample is a non-probability sample that is selected based on characteristics of a population and the objective of the study. It's also known as judgmental, selective or subjective sampling.

Data Collection Method**Primary Data**

The primary data are gained by the researcher from the informants, through the Semi-structured in-depth interview.

Table 1. Operational Definition of Research Variables

No	Variables	Definition	Indicator
1.	Digital Marketing	The Marketing that used digital platform which are Instagram, Instagram Ads. and Facebook Ads., also Endorsement and Review of a products, as the action to maximize the business marketing strategy	- Promotional Tool - The Reach of Big Number of Market - Minimum Cost of Advertisement - Direct Interaction with Customer
2.	Entrepreneurship Awareness	Entrepreneurial Education or basic foundation in starting and running a business	Equipment of entrepreneurial education to start a business or to be Self-employed
3.	Business Performance	The depiction of the accomplishment levels of the business objectives	The selling response by the business owners about the business

Source: Author's Note, 2021

RESULT AND DISCUSSION**Result**

Rose Official Store or Rose Apparel, was established in 2020 by the owner Mahendra Sulisty (22). It is a Clothing Brand business that is running online. In promoting the product, he said that social media or digital marketing plays an important role. The right strategies of utilizing digital marketing are needed and helpful for his business performing well. Starting from learning the Instagram Ads and Facebook Ads, mastering the Instagram Algorithm, hooking an influencer, Paid-Promote, and so on, all of these strategies he learned and prepared before starting the business. Now he can reach the market outside the Manado is also by the help of social media. In the other side, he mentioned that all the values and knowledge about entrepreneurship awareness, like Money Management and Time Management are useful for real everyday life.

Roxanne's Corner Manado is an online shop-based business that was established in 2020. When she first started the online shop, it got positive responses from the customers in Manado. The demand is high, especially with the help of social media and digital marketing. It maximized the selling and promotion of Roxannes Corner Manado itself, using the strategy of digital marketing. Regina said the good thing about it is because consumers only need to scroll through the online shop and communicate with their phone what they wanted to order, no need

to go to the physical store. She also said the ability for youths to look for money by themselves or do business is crucial to be aware at young age.

Dance School Saatnya Generasi Mudah Berkarya (SGMB) was established in 2018, by Jein (25). The use of social media is helpful, for instance, when her proteges make dance content on social media, the school will automatically be promoted as well. They also learned about the dance trends on TikTok where they can apply it as material in class, they also got endorsements like working together with a resort which resulted in promoting each other's brand. Jein mentioned that they learned about the Social Media Algorithm, through social media also they easily got feedback through the voting features in Instagram Stories, and by putting the link of class registration on their bio, the prospective students will be brought instantly to register for the class. Jein also mentioned that The entrepreneurship awareness or knowledge are important to be built, for the youths to be more open-minded with important values, have good financial management, good time management, have a principle in life, have critical thinking because in entrepreneur life, they should think of many brilliant tactics to sell the products. These characteristics examples will be very good if were introduced and equipped to the young generations.

De Mahawu was established in 2021 and was located in Talete Dua, Tomohon City. This is a business of Wulan (22) with her family. According to Wulan Social Media or Digital Marketing Utilization does help them in introducing and promoting the restaurant's name to the people in Manado. From the Facebook posts, many Engagement are built and many people shared the posts of De Mahawu. The spread of information and trends are so fast through it. According to Wulan, Entrepreneurship awareness is good and helpful to be introduced to the people who probably have the interest to go for business.

Kalonice Beauty is a makeup and skincare online shop that sells either local or Korean beauty brands; currently has three branches which are located in Wanea, Kawasan Megamas, and Tomohon. Anggi (24) firstly started her business in early 2017. Anggi said social media plays a big role in the success of Kalonice Beauty, from the beginning until now. It is because through digital they can market their products with low budget, only through phone and can reach a big number of markets as well. From only selling from friend to friend in campus, now her customers are already big in social media (had reached a total of 22,700 followers on Instagram and has three branches already. For Anggi personally, Entrepreneurship Awareness is important to be familiarized to the young people because it is like a Survival Skill. For example, at times when we were attacked by Covid 19, no one has ever expected that to happen.

Glad Beauty Care is a beauty treatment service that was established in 2018, located in Wakeke Street No. 50. The role of social media and digital marketing does help her a lot. For instance, for the location, Glad Beauty Care is in Jl. Wakeke but still not familiarized by the people near the place, the facility of social media does help them. She started to maximize the utilization of digital marketing itself, like using Instagram Ads where they can set specifically the target audience of their content in social media from the area, age, and gender. This turned out to be very effective in making more customers come. The entrepreneurship awareness is really important and held big role on her business performance.

Onnies Cinggu is a clothing online shop that was established in 2016. The owner, Tasya (27). Informant 7 said Social Media and Digital Marketing are so helpful, especially in pandemic times, when people stay at home and the intensity of them opening hand phone is increased. People less go to the physical store, so the online shop became the choice. Digital marketing helped her a lot in the promotion and awareness of the business. According to Tasya, Entrepreneurship Awareness is important for the young people to have the skill in gaining their own money by themselves.

It is a barbershop-liked business, first started in 2014, owned by informant 8 Biyan Anugerah. The social media and the digital marketing held important roles in the promotion, branding and selling of omolas itself. Biyan mentioned that the generation who did not use social media now were left behind. Want it or not, we should adapt to the era now, or else we cannot catch up. The millennial nowadays are the ones who have the potentials to lead the marketplace. Also he added, the building of entrepreneurship mindset or basic knowledge itself is significant in preventing the youth's narrow thinking, but more to progressive one.

Survibes is a video-creating service focusing on urban style, established in 2017 by Renaldy (22). The role of social media or digital marketing itself is effective for the selling and promoting of this service, because all the promotions nowadays are done from social media. The entrepreneurship awareness is also very important to be built and taught, for the young people to have the foundation of good money management from a young age, said informant 9.

Elior Studio was founded by Fernando Wenur. According to him, the number of social media users is getting higher, especially in the future. With many features facilitated by social media, it helped the selling to be

more efficient and creative. No more expensively making poster or brochure of our business, now we only need to edit those in our smartphones. We can also reach a bigger market through social media. Entrepreneurship awareness is crucial to be taught to the youths because this is the right era to make better and qualitative regenerations of the young people. The good values of entrepreneurship are important to build since they are young and optimum to understand.

Cendol Nona is a drink business of modern cendol, was established in 2020 and located near the BNI Bank Kanaka. Social media or digital marketing does help her a lot in Cendol Nona promotion, specifically in building brand awareness. Many people knew about Cendol Nona and purchased it with the help of social media.

Bacarita Cafe is a Food and Beverages (F&B) business owned by Juan (22) and his family, established in 2020, and located at Jln. 17 Agustus. When they opened Bacarita Manado, it got a positive response from the mass and even went viral because of the unique concept the café has. According to Juan, Digital Marketing is very important and played a big role in promoting Bacarita Manado, for it gathered the mass to come to visit their cafe. Many people shared information about their cafe through social media. By the entrepreneurship awareness, it does equipping him in the preparation also the business performing well so far.

Vittoria Organizer is a wedding organizer in Manado, with the founder Ardiyanto or used to be called Ryan, running since 2018. Social media and digital marketing played important roles in his business, with the right understanding of the market segment, said Ryan. As well as the entrepreneurship awareness where needs to be built as the foundation in the running of his business, informant 12 Ryan admitted that it helps him alot.

Brownice Indonesia is a drink business that was established in 2016, at Innovation and Entrepreneurship Centre (IEC) University of Sam Ratulangi. In the first when Zefanya tried to use Instagram as a platform in promoting her products, it was already good enough because it served as free advertising. Especially now that Instagram has several features facilitated to make it easy for business owners in marketing their products. For example like the Gif in story features, through this, the account's name will be recommended by Instagram to bigger viewers and can increase the number of visitors of the Brownice Instagram account. Informant 15 Zefanya said is surely important for entrepreneurship awareness to be introduced since young age, because she felt the usefulness and benefit in running the business.

Discussion

Good Promotional Tool (Using the Right Strategy)

From the fifteen informants, they have experienced the benefit from utilizing digital marketing, and they all agree if digital marketing is quite effective or a powerful promotion tool for their products and services if balanced with the right strategy. So the informants also learned about the demand in Manado, while equipping themselves with learning the right strategy of digital marketing. It is supported by Kenzhegul et al. (2019), said that any use of digital marketing must be effective in promoting products or services, as well as include intellectual strategy and excellent communication. Social media have changed the way a brand's content is created, distributed, and consumed, transferring the power to shape the brand image from marketers to online communications and consumer content.

Reach Big Number of Market

As Kenzhegul et al. (2019) mentioned that the impact of this type of unconventional marketing (digital marketing) has been great, affecting sales and the number of customers, dictating, at best, commercial tendencies. All the fifteen informants agreed and have the same opinion, that social media can provide them with a big number of prospective markets when they are willing to answer the demand of the market. Just like informant 3 said, it makes easier for them because it reaches the big market, wherein pandemic times they should minimize the physical contact, and by putting the link of class registration on Instagram bio, the prospective students will be brought instantly to register for the class.

Minimum Cost of Advertisement

In the research, all informants agreed that digital marketing makes minimum cost of advertisement. Just like informant mentioned that through digital they can market their products with low budget, because only through the phone, but can reach big number of market. Supported by Watson et al. (2002); Sheth and Sharma (2005) said the primary advantages of social media marketing are reducing costs and enhancing the reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face sales or sales with a help of middlemen or distributors. In addition, social media marketing allows firms to reach

customers that may not be accessible due to the temporal and locational limitations of existing distribution channels.

Direct Interactions with the Audiences or Customers

In this study, all the informants got the facilitation by Instagram and other social media platforms to keep the interaction with the customers. Supported by the statement of Yasmin, Tasneem, and Fatema, (2015) that response or feedback through digital marketing can occur at any time. According to Informant 3, through social media they could easily get feedback through the voting features in Instagram Stories. It makes it easy if they will need to do a quick survey or need fast respond feedback on social media.

Entrepreneurship Awareness Importance

Ed McMullan and Long (1987) suggest that the focus of the entrepreneurship awareness stage should be to inform students about the skills, abilities, and knowledge required to create a new venture in an effort to moderate their attitudes and intentions about the possibilities for the creation of a new business. From the 15 informants in this research, all of them stated that Entrepreneurship Awareness is important to be built at early as possible and does help the business performance of their business. From the statements of informant 3, informant 8, and informant 9, the building of entrepreneurship mindset or its basic knowledge itself is significant in preparing the better generation of the youths. By acquiring entrepreneurship awareness, it help them a lot in the maximization of their business performance.

Digital Marketing and Entrepreneurship Awareness Role in Helping the Business Performance of Young Entrepreneurs in Manado

Both the digital marketing and entrepreneurship awareness played important role in helping the business performance of the informants' business in this research. The informants experienced the benefit and easiness that digital marketing offered them with the sophisticated technology in this era, as well as them being aware with the right foundation of entrepreneurship education. These equipped them in striving for their business goal, and in everyday business life too. So, the role of digital marketing and entrepreneurship awareness is helpful and has positive impact in the business performance of the young entrepreneurs in Manado.

CONCLUSION AND RECOMMENDATION

Conclusion

This research was conducted to analyze the roles of digital marketing and entrepreneurship awareness in helping the business performance of the young entrepreneurs in Manado. The 15 informants of this research are coming from different business industries which are the clothing brand business, online shop clothing business, dance school, food and beverages, beauty industry, salon industry, videography service, photo studio and wedding industry, both physical store and online shop-based business. All of these business owners utilized the use of digital marketing and are also aware of the importance entrepreneurship, and have testified how helpful those things in the business performance. The role played by the digital marketing towards the business performance as a good promotional tool (when using the right strategy), reach a big number of market, minimum cost of advertisement and facilitate direct interaction with the prospective customer. While entrepreneurship awareness role is important as the testimonials of these entrepreneurs, where they feel the helpful side towards their business performance.

Recommendation

The young generation is an important asset to the country because they have a strong vitality that is needed for the economic development. As well as the young entrepreneurs in Manado city. Through the right utilization of digital marketing and entrepreneurship awareness education, the young entrepreneurs are free to explore about their capability in the business and could maximize it. If the business owners ignore the use of social media marketing, and only using the conventional one without attempting to adapt to today's era marketing, it would be a boomerang to them. So the maximum utilization of digital marketing is highly recommended for the entrepreneurs in Manado. In the other side, the equipping of entrepreneurial awareness education is as important for the business owners to have, for the maximum performance of their business. The entrepreneurial seminars

and training are recommended if provided by the government, making interesting events in producing the potential entrepreneurs in the city.

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