

**Original Research Paper**

**THE STRENGTHENING OF SOCIAL ENTREPRENEURSHIP WITHIN THE  
WOMEN CADRE GROUP OF *POSYANDU* (MATERNAL AND CHILD HEALTH  
SERVICES) IN MEDAN CITY**

**Abstract**

Women as part of human resources in one area most of the time are unemployed due to the lack of confidence and ability in solving problems which eventually lead them to the poverty. Therefore, women empowering in social entrepreneurship is one of the alternatives to alleviate unemployment. Social entrepreneurship opens new employment and it has role to decrease the unemployment in community including the volunteer members of *Posyandu* (maternal and child health services) whose role only as volunteer cadre in *Posyandu* (the maternal and child health services). Social entrepreneurship can be executed within the activities of the society which aims and is expected to create self-efficacy or confidence and to become the agent of change especially in the economy sector which can also generate income. Therefore, the entrepreneurship principles are the important foundation for the entrepreneurs to run a smooth business. The women cadre group in *Posyandu* (maternal and child health services) are the potential entrepreneurs whom expected to be the entrepreneurs besides doing their volunteer activities in the health service. This research utilized combination approach between quantitative and qualitative, where the quantitative approach used survey method followed by the qualitative approach with the collection of in-depth interview the object of this research is the women cadre group in *Posyandu* (maternal and child health services) in Medan city. The data was taken from direct interview to the respondents with the assistance of the questionnaire. The result of the research shows that self-efficacy, family environment and social media altogether significantly influence the interest to become entrepreneurs. Taken from the result of determination coefficient, it is obtained that the value of R square ( $R^2$ ) is 0,737 which means 73% of the variables express their interest in the entrepreneurship which can be explained through the variables of self-efficacy, family environment and social media while the rest of 26,3% is obtained from other variables which are not researched in this research.

**Keywords:** Self-efficacy, Family Environment, Social Media, Interest of Entrepreneurships.

## INTRODUCTION

Human resource is one of the competitive excellences and important element to reach a success and achieve a goal in competition. Therefore, the management of human resources is the most important thing.

Economic development in one area depends on the quality of the human resources. The qualified human resources can increase the wellbeing and welfare of the people and create employment. Meanwhile, if the human resources in the area are not qualified, obviously it can trigger the unemployment and poverty.

The fact shows that labor rate increases more than the existing job field every year. It forces the society to find out an alternative by creating their own job field or they can be an entrepreneur.

The problem of unemployment can be decreased by motivating the society not only to be a worker but also to the job field maker. According to Steinhof and Burges (1993), entrepreneur is someone who is brave to manage, take a risk and see the opportunity of new business. In addition, entrepreneurship is an active mental to

develop business activity which exist in one's self.

Entrepreneurship is one of the alternatives to curb the unemployment problems. Doing the entrepreneurship means to create new jobs and take the role to decrease unemployment rate. Before becoming an entrepreneur, someone must realize some basic elements of entrepreneurship principles. These principles are strong foundation for an entrepreneur to run the business smoothly.

The interest to be an entrepreneur is important to be nurtured in order to increase employment or create jobs. The provision of employment is limited while the demand is high. Therefore, the high rate of unemployment can be reduced by entrepreneurship.

Interest can be interpreted as prefer or attract on something or activity without being ordered by someone else. If someone has an interest, it will encourage him to know more about entrepreneurship. Entrepreneurship interest is influenced by some factors such as: self-efficacy, family environment, demography factor, social media etc.

Self-efficacy is someone's belief on his ability to finish a work. This can influence someone's interest in something trusted.

Running a business requires belief in self-ability that his business will be successful in order to motivate himself to be more courageous in running a business.

Family environment has an important role in influencing someone including entrepreneurship interest. Different family environment will cause different effect on someone's entrepreneurship interest. Someone who is growing up in a family which has businesses will give big influence on entrepreneurship. Therefore, support and motivation from the family is very important to develop someone's entrepreneurship interest.

Internet development has been influencing some sectors in which economy development becomes one of them. Several sale and purchase transactions previously could only be done with face to face, it presently can be done easily and just utilize internet. Social media is not only a website, but more than that. The fast growth of social media becomes a great optimism opportunity for internet marketers. Now days, social media has been a public space for million people to do an access every day. This thing gives strong belief that social media will be a good space to market entrepreneurial products.

An Entrepreneur is someone prioritizing a performance and believes that they have to be able to manage their own fate. We just have 24 hours in a day, therefore, we have to manage it well. The most important thing is balancing in time management.

The entrepreneurship spirit which needs to be socialized and cultured by leaders in general and entrepreneurs in particular include:

1. The desire to work with independent spirit.
2. Be able to make the right decision and dare to take risks.
3. Creative and innovative
4. Working with a spirit of togetherness and a good business ethics.

Based on the five entrepreneurship spirits, it is clear that what is needed by an entrepreneur is to work with the spirit of independence but need to work with the spirit of togetherness and a right kinship. It is required that an entrepreneur not only think of his own business but also be required to be able to work with full of togetherness. In other words, it is not possible to drop each other, especially those of a similar business, but to compete in a good manner, so in the end it will encourage the emergence of new entrepreneurs becomes tough, creative,

innovative, and productive but remain to maintain good character.

The women cadre group of *Posyandu* (maternal and child health services) is one potential group to be entrepreneurs due to their ability in doing business besides becoming the health and education cadre in *Posyandu* (maternal and child health services). *Posyandu* (maternal and child health services) is the medium to empower the society which is established through negotiation for consensus in the sub-district level and managed by the *Posyandu* management. (Permendagri RI, 2011)

The result of Dalimunthe's research (2016) shows that education, skills, mindset, and entrepreneur behavior as the internal factors influence the interest toward entrepreneurship amongst the cadre of *Posyandu* (maternal and child health services) in Karang Berombak. Externally, the success of the entrepreneurship is fully supported by the government by issuing provincial decree which eventually strengthens the effort of this cadre group to survive sustainably.

Another external factor is the government support in increasing the quality of *Posyandu* (maternal and child

health service) such as capacity building through trainings and facilitating the process to get the business license. The stakeholders such as urban village government, sub-district government, city government, Non-Government-Organization which concerns in social entrepreneurship, State Owned Companies which have allocated budget for Corporate Social Responsibility or for small and medium enterprises. Therefore, this research aims to analyze the model of strengthening the women cadre group in *Posyandu* (maternal and child health service) in doing their social entrepreneurship activities by analyzing their interest and other supporting factors.

Social Entrepreneurship is a derivative term from entrepreneurship. People engaged in social entrepreneurship are called with Social Entrepreneur. Social entrepreneurs as someone who understands about social problems and uses entrepreneurship skills to make social change, especially in the terms of welfare, education and health care.

Social entrepreneurship emphasizes on its business from the beginning by engaging the community with empowering the disadvantaged financially communities to jointly mobilize their business in order to generate

profits, and then the results of operations returns to the community to increase their income. Through this method, social entrepreneurship is not only able to create many employment opportunities, but also create multiplier effects to drive the economy, and create social welfare.

Social entrepreneurship is seen as a solution in an effort to accelerate the decline in unemployment and poverty. This is because social entrepreneurship offers the advantages of creating job fields. Social entrepreneurship has widespread usefulness because entrepreneurs are not only dealing with employees who are partners but also the wider community.

## LITERATURE REVIEW

Social entrepreneurship refers to the activities conducted by the society. The decision making isn't based on the capital ownership which aims to benefit the society. Social entrepreneurship movement has been going on since ages but no one knows the precise time when it was started to be used.

The spirit of social entrepreneurship is the effort to respond the social challenges, therefore everyone is expected to have the ability to become

the agent of change who have confidence in order to solve social problems and to encourage social change and to get the appraisal from the social environment.

The best way to measure the success of social entrepreneurship is by not counting the profit derived from the benefit but is measured from social value established.

Nurturing social entrepreneurship according to Holt (1992) comes from French language of *entreprendre*. The concise Oxford French Dictionary (1980) defines *entreprendre* as to undertake, to begin, to set about, to attempt. In Bahasa Indonesia the word *wirausaha* means the combination of word *wira* (gallant) and *usaha* (venture) which eventually means a person who gallantly doing business (Hutagalung et al, 2008).

Entrepreneurship covers all aspect of works either as an entrepreneur, government or labor. Entrepreneurship is one creative and innovative attempt in running, developing and managing resources to see the opportunity (Mudjiarto, et al: 2006). Entrepreneurship is the foundation of creativity, innovation and resources to find the opportunity to become successful (Suryana, 2008).

The bottom line of entrepreneurship according to Saiman is to create innovation value in the potential market or to create value added for the costumers.

## RESEARCH METHODOLOGY

### RESEARCH METHODS

This research used the combination of quantitative and qualitative approach. It employed survey method followed with in depth interview. The object of this research is women cadre group of *Posyandu* (maternal and child health service) in Medan and Deli Serdang Regency North Sumatera Province. The data were collected through direct interviews with the respondents using questionnaires and in-depth interviews.

Data collection was conducted in several ways; for quantitative approach, it used interview method with the assistance of questionnaire and observation. Qualitative data collection was conducted through in-depth interview and Focus Group Discussion. Data analysis was conducted in several methods, namely: quantitative analysis analyzes the data descriptively and multiple linear regression test. Qualitative analysis was conducted by analyzing the content based on information

gained from all informants, generalizing the information that has been saturated from the informants.

## RESULTS AND DISCUSSION

### Description of the Research

The results of the research on self-efficacy variables, family environment and social media are described as follows,

Variable	Frequency	Percentage
<b>Self-efficacy</b>		
Bad	22	73,3
Enough	8	26,7
Good	0	0
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Family environment</b>		
Bad	9	30
Enough	0	0
Good	0	0
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Social media</b>		
Bad	16	53,3
Enough	14	46,7
Good	0	0
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Interest in Entrepreneurship</b>		
	22	73,3
Bad	8	26,7
Enough	0	0
Good	0	0
<b>Total</b>	<b>30</b>	<b>100</b>

The table above illustrates that the Self-efficacy description of the bad respondents is 73.3%, the largest is 26.7% and none of which has a good Self-efficacy.

The table above illustrates that the family environment description of the bad respondents is 70%, the largest is 30% and none of them has good family environment.

The table above illustrates that the social media description of the bad respondents is 53.3%, the largest is 46.7%, and none has good social media.

The table above illustrates that the interest in entrepreneurship description of the bad respondents is 73.3%, the largest is 26.7%, and none is interested in entrepreneurship

## Analytic

The test analysis used multiple linear regression test, based on the test obtained the result as follows,

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 <sup>a</sup>	.737	.706	1.395

a. Predictors: (Constant), SOCIAL MEDIA, FAMILY ENVIRONMENT, SELF-EFFICACY

Based on Table of "Model Summary", it can be concluded that Self-Efficacy, Family Environment, Social Media contribute to 73.7% of entrepreneurship interest while 26.3% influenced by other

variables that are not examined. Based on the value of R, it can be explained that the relationship among self-efficacy variables, family environment and social media to entrepreneurship interests have a close relationship.

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	141,544	3	47,181	24,233	.000 <sup>b</sup>
Residual	50,622	26	1,947		
Total	192,167	29			

a. Dependent Variable: INTEREST IN ENTREPRENEURSHIP

b. Predictors: (Constant), SOCIAL MEDIA, FAMILY ENVIRONMENT, SELF-EFFICACY

Based on the table above, it is known that self-efficacy, family environment and social media are variables that affect the entrepreneurship interest of respondents, where based on the value of F, it is known that self-efficacy variables, family environment and social media have a positive and significant impact on entrepreneurship interests of respondents.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.254	1.545		.164	.871
Self-Efficacy	.990	.149	.753	6.653	.000
Family Environment	-.153	.110	-.149	1.385	.178
Social Media	.184	.088	.245	2.090	.047

a. Dependent Variable: INTEREST IN ENTREPRENEURSHIP

Based on the table above, it is known that the self-efficacy and social media are variables that affect to the respondents' interest in entrepreneurship, while the family environment has no effect on entrepreneurship interest. Based on the table, it is known that self-efficacy variable is the most influencing variable than social media.

## **Discussion**

### **Analysis of the Effect of Self-Efficacy on Social Entrepreneurship Interests**

Self-efficacy is a belief on the ability and faith that someone has in achieving good results. People with high self-efficacy will think differently and have different attitudes than people with low efficacy. Self-efficacy influences the form of action they will choose to do, how much effort they will give into this activity as long as they will survive in facing obstacles and failures, and their persistence in enduring backwardness. Based on the results of above research, it is known that self-efficacy affects positively and significantly toward entrepreneurship interests. Besides, self-efficacy is also the most influential variable of entrepreneurship interest seen from the value of  $t$  of 6.653 with significance below 5%. As the result, the average response shows the fact that the level of self-efficacy of women cadre group of *Posyandu* (maternal and child

health service) is still low. Most of them are still pessimistic to be an entrepreneur because of many challenges they have to face.

### **Analysis of the Influence of Family Environment on Social Entrepreneurship Interest**

In choosing the career, someone tends to consult with other members of the family. Family is the place where a person performs the main activity. In the family environment, parents tend to provide guidance for the future of a child. In this study, family environment has negative and insignificant effect on entrepreneurship interest which means that family environment does not have an impact on entrepreneurship interest of women cadre group of *Posyandu* (maternal and child health service), this is due to absence of basic comprehension as an entrepreneur in the family environment of women cadre group of *Posyandu* (maternal and child health service) but they want to start a business so that their standard of living can increase.

### **Analysis of Social Media Effect on Social Entrepreneurship Interest**

Social media is a phase of change on how someone finds, reads and shares informational contents to other people. Social media is basically a combination

between sociology and technology change monologue (one to many) into dialogue (many to many) and democratic information changing people from reading the content into the content publisher. Social media is more referring into media provided by the creator or application developers or service providers for users which aims to give users space and media in order to socialize and interact online by utilizing the internet network based on OTT (Over The Top) through mobile devices (smart phone, tablet, mobile phone, Personal Computer or laptop) or other connected devices. Based on the result of partial t test, it can conclude that variable of social media partially has positive and significant influence on entrepreneurship interest. With its excellence features such as: the easiness to communicate, the affordable price and the efficiency to connect it everytime and everywhere, social media can be the right alternatives for women cadre group of *Posyandu* (maternal and child health service) to be interested in entrepreneurship. Attempting to be entrepreneur means not directly to have a shop and hire some employees, but it is more into utilizing provided features in social media account in order to promote goods and product for sale.

## CONCLUSION

1. Based on self-efficacy F test, family environment and social media might cause positive and significant effect on entrepreneurship interest of women cadre group of *Posyandu* (maternal and child health service) in Medan city.
2. Based on self- efficacy t test, it has positive and significant effect on entrepreneurship interest of women cadre group of *Posyandu* (maternal and child health service) in Medan city.
3. Based on t-test of family environment, it might cause negative effect and insignificant for the entrepreneurship interest of women cadre group of *Posyandu* (maternal and child health service) in Medan city.
4. Based on t test of social media, it might cause negative and significant effect on entrepreneurship interest of women cadre group of *Posyandu* (maternal and child health service) in Medan city.
5. Based on the calculation of determinant coefficient, it shows that relationship amongst variables of self-efficacy, family

environment and social media have a close relationship to the entrepreneurship interests of women cadre group of *Posyandu* (maternal and child health service) in Medan city.

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