

The Influence of Self-Efficacy and Social Media towards the Interest of Social Entrepreneurs on Cadres of Posyandu (Maternal and Child Health Services) in Medan Labuhan Sub-district

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Abstract—This research aims to demonstrate the influence of self-efficacy and social media towards the interest of social entrepreneurs on cadres of posyandu (maternal and child health services) in Medan Labuhan sub-district. The focus of this research are the cadres of posyandu in Medan Labuhan sub-district. It is hoped that it will encourage social entrepreneurship in Medan Labuhan sub-district that will increase the income of the community and cadres of posyandu in Medan Labuhan. The research methods used in this study included distributing questionnaires to 32 respondents. Quantitative research with data analysis techniques is used to analyse the questionnaires and multiple regression analysis by using SPSS. 23.0 for windows. The results obtained from multiple regression analysis showed that self-efficacy has a positive influence and significance towards the interest of social entrepreneurs at cadres of the posyandu in Medan Labuhan with a significance value of $0.000 < 0.01$ and B of 0.970 , meaning that if self-efficacy were to increase by one unit, the interest of social entrepreneurs would also increase by as many as 0.970 units. Meanwhile, for social media variables obtained from the results of social media analysis on the interest of social entrepreneurs at the cadres of posyandu in Medan Labuhan with a significance value of $0.092 > 0.01$ and B of 0.150 units, it means that if the social media variable increases by one unit, the interests of social entrepreneurs will increase as many as 0.150 units. The insignificance of social media variables from the analysis shows that social media is not related to the interests of social entrepreneurs. Because of time constraints, researchers only changed two variables in the current study, namely self-efficacy and social media. For further research, it is recommended that other variables such as the family environment and information technology should be studied.

Keywords—Social Entrepreneur, Self-efficacy, Social Media

I. INTRODUCTION

Supporting the movement of the Indonesian economy, the government is now proclaiming an active society in terms of developing entrepreneurship. Entrepreneurship is an activity that was once considered a natural talent which could not be taught. But at this time, it is found that entrepreneurship can be taught to individuals so that they can become reliable entrepreneurs and even better than individuals who already have talent from birth. Entrepreneurship can be taught by providing knowledge material both from schools or educational institutions, seminars and so on.

Entrepreneurship can be broken down into different categories, one of which is social entrepreneurship. Social entrepreneurship refers to an entrepreneur who is engaged in empowering or utilising the surrounding social environment. Social entrepreneurship was first introduced in the 1970s. There are several countries such as Britain, South Korea and Thailand that have made policies that regulate social entrepreneurship, so that social entrepreneurs can be considered by the government to be general entrepreneurs. Indonesia has still not specified regulation in terms of regulating social entrepreneurship up to this point in 2019.

Therefore, to develop social entrepreneurship in North Sumatra, especially in Medan Labuhan sub-district, Medan City, could be achieved by empowering women in Indonesia. According to Plato in Muthahari (1995: 108), viewed from the point of view of physical and spiritual strength, women are mentally weaker than men, but differences do not cause differences in their talents. One way to develop entrepreneurship through women's empowerment would be by encouraging women around the area to become cadres of *Posyandu*. *Posyandu* (maternal and child health services) is a community empowerment forum formed through village/sub-district consensus meetings managed by the *Posyandu* management. *Posyandu* (maternal and child

health services) is coordinated by the Ministry of Home Affairs based on community empowerment. These *posyandu* activities can be synchronised with efforts to create social entrepreneurs through the empowerment program of *posyandu* cadres and housewives. The success of this program expects *Posyandu* to become the backbone of community participation activities by optimising human resources in increasing business productivity.

In the *posyandu* activities, the activities carried out by women and female volunteers are currently declining. Therefore, it is necessary to empower *posyandu* cadres so that the economic conditions of cadres can increase while focusing on the tasks *posyandu* cadres have. The program for empowering *posyandu* cadres with the development of social entrepreneurship among *posyandu* cadres is in line with the regulations of the Minister of Home Affairs. Permendagri Number 19 of 2011 concerning guidelines for the integration of basic social services in integrated service posts, in article 5, states that one of the basic services integrated on *posyandu*, in addition to basic health and social services, is the improvement of the family economy.

Posyandu (maternal and child health services) has great potential; besides improving the healthy quality of the community, it also plays a role as a major factor in improving the economy of its cadres and the surrounding community. It can be seen that almost every program involving the community at the village/sub-district level always involves *posyandu* cadres to boost the success of the program.

To achieve a good economy, the community and *posyandu* cadres must have an interest in social entrepreneurs so that social enterprises will emerge that are not only focused on the personal benefits of cadres. In generating social entrepreneurs' interests, it is necessary to look at other variables that influence them, one of which is self-efficacy. Bandura argues that self-efficacy leads to confidence among individuals in terms of estimating their ability to carry out activities or tasks given to achieve certain results (Mawanti, 2011: 31). With the belief in the ability of self, there will be an interest in social entrepreneurship. In addition, to bring out the social entrepreneurship interests of cadres and the community, there is a need for social media. Via social media, information will be shared with cadres and the community. By looking at the many other individuals who do entrepreneurship, they will encourage public interest and *posyandu* cadres in social entrepreneurship. Thus, it can improve the economy of the family and surrounding communities and social media can be an appropriate alternative for *posyandu* cadres in entrepreneurship, especially in terms of utilising applications available on social media to promote goods or products that they want to sell.

II. REVIEW OF LITERATURE

A. Social Entrepreneurship

Before explaining about social entrepreneurship, it is important to know in advance about entrepreneurship in general. Entrepreneurial opinion about the meaning and concepts of entrepreneurs is very diverse. Entrepreneurship, according to Saiman (2014), "is the main, dashing, noble, brave, exemplary, and struggling. Business is the creation of activities or various business activities." Robbins & Coutler (2012), Kao in Saiman (2014) argue that entrepreneurship is the process by which an individual or group of individuals uses organised efforts to find opportunities and to create value through the introduction of business, appropriate risk-taking management, and through communication skills and management to mobilise people, money and materials or other resources to produce a project so that it is carried out properly.

Based on the understanding of some experts above, it is stated that entrepreneurship is a bold activity carried out by someone in the face of risks in the form of uncertainty from the actions to be taken in building a business that is engaged in both services and products with the aim of making a profit.

After knowing the meaning of entrepreneurship, it is necessary to know the meaning of the term social entrepreneur. A social entrepreneur, according to Morato (2005), is a person or institution of innovation that can advance the creation and implementation of business in achieving successful results to be shared with those in need. A social entrepreneur is someone who understands existing social problems and uses entrepreneurial abilities to bring about social change, mainly covering the fields of welfare, education and healthcare (Santosa, 2007). According to Haryanti et al. (2016), "Social entrepreneurship emphasizes more noble goals, one of which is tackling poverty which is still a problem and a separate obstacle for Indonesia's progress."

B. Self-efficacy

Self-efficacy leads to confidence in individuals in terms of estimating their ability to carry out activities or tasks given to achieve certain results (Mawanti, 2011: 31).

Baron and Byrne (in Ghufroon & Rini, 2010: 74) define self-efficacy as an evaluation carried out by individuals regarding their ability or competence to do a task or activity in achieving their goals and anticipating obstacles that will exist.

Based on the opinions of the two experts above, self-efficacy is a person's belief in their ability to complete something to change the events around him, whereas someone with low self-efficacy considers himself unable to do everything.

C. Social Media

According to Mandibergh (2012), social media is a medium that becomes a forum for collaboration between users who create or produce content. According to Lewis (2010), social media is a label for digital technology that allows people to connect, interact, produce, and share message content. Based on the understanding of these two experts, social media can be interpreted as media which is a place to create content that can be used to improve the ability of users to cooperate, as well as in doing business.

D. Interest in Entrepreneurship

The interest in entrepreneurship is a tendency in one's heart to be interested in seeing and assessing business opportunities, in gathering information based on the resources needed to take appropriate actions to make it happen (Winkel in Meredith, 2005). According to Mudjiarto et al. (2006), generally people are interested in running a business basically because for several reasons: a) to have the opportunity to make a profit; b) to fulfill personal interests and desires; c) to open up to the opportunity to be a leader for themselves; d) because there is freedom in management.

Based on the opinions of the two experts above, it can be concluded that interest in entrepreneurship is a desire that comes from within has among those who have an interest in certain objects or subjects to be carried out in the future.

E. Accompaniment

Accompaniment is the process of meeting between people who are assistants and people who are accompanied. The meeting aims to provide assistance for those who are accompanied so that they can understand their existence and experience the full and complete mentoring process so that the available resources can be used to change, grow and function fully physically mentally, spiritually and socially (Wiryasaputra, 2006).

The expected aims of the assistants, who are professionals who have business insight and are able to be financially independent, are that they should be able to identify opportunities, challenges and threats during the mentoring process, positive changes to cadres and the community assisted, have outside networks so that they can easily undertake licensing for those who are accompanied, and can open new jobs, and be able to identify the potential that exists in their area of origin.

F. Conceptual Framework

To run a business at the *posyandu*, it is necessary to encourage cadres to have an interest in entrepreneurship, especially social entrepreneurs. Someone will be interested in social entrepreneurs when it has emerged in a belief in the ability of us to

run a business. The interest in social entrepreneurship almost resembles the interest in entrepreneurship in general. But for social entrepreneurs, there is more emphasis on the social environment which not only benefits themselves but these benefits are used to develop a social economy. To increase the interest in social entrepreneurship in terms of the *posyandu* cadres in Medan Labuhan, there are two things that can be done: we can look at the self-efficacy of the *posyandu* cadres in Medan Labuhan and social media owned by the *posyandu* cadres.

Through self-efficacy, it can be seen from the self-confidence possessed by a cadre towards himself in running a business, and having enthusiasm in achieving business success. In contrast, with social media it can be seen whether a cadre often shares information or has confidence in the cadre's posts, and whether the cadre has many communities on its social media account. The result is that when you have or join many communities, this will facilitate the network so that it will support entrepreneurship. Thus, social entrepreneurial interest will emerge in the *posyandu* cadres in Medan Labuhan. In addition, by often seeing social media, which currently starts many other individuals who are doing business promotions and doing business online with social media, social entrepreneurial interest will automatically be generated in *posyandu* cadres and the community. To determine the relationship of self-efficacy and social media for the interests of social entrepreneurs, the following is a picture of a framework that shows the relationship between these variables:

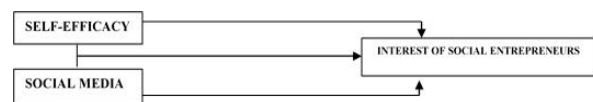


Fig. 1. Critical Framework

Based on the conceptual framework outlined and the research title as well as the images on the framework of the study, the research hypothesis can be arranged as follows:

H1 : Self-efficacy has a positive and significant influence on the interest in social entrepreneurship on *posyandu* cadres in Medan Labuhan.

H2 : Social Media has a positive and significant influence on the interest in social entrepreneurship on *posyandu* cadres in Medan Labuhan.

H3 : Self-efficacy and social media have a positive and significant influence on the interest of social entrepreneurs on *posyandu* cadres in Medan Labuhan.

III. METHODOLOGY

This research followed an Experimental Design using an approach through training and entrepreneurship assistance for *Posyandu* cadres in Medan Labuhan sub-district, Medan City. This

research is quantitative with 32 respondents as the research sample with the object of the research being cadres.

To conduct this research, researchers used a questionnaire distributed to 32 cadres randomly selected in Medan Labuhan District, Medan City. For the research variables, the variable Self-Efficacy (X1) and Social Media (X2) were independent variables and Entrepreneurial Interest (Y) was the dependent variable.

The variable operational definitions of this study are:

- Self-efficacy (X1): the cadre's belief in solving something to change the events around them.

- Social Media (X2): a medium that has a place to create content that can be used to improve the ability of cadres to cooperate, as well as in conducting entrepreneurship.

- Interest in Social Entrepreneurship (Y): the desire that comes from within has among those who have an interest in a particular object or subject to be carried out and made an action in the future.

To get the results of the analysis and hypothesis testing, the analytical method used for the quantitative research was multiple regressions using the SPSS 23.0 for Windows. The following are the multiple regression equation models in the study:

$$Y = a + b_1x_1 + b_2x_2 + e \tag{1}$$

Note:

- Y = Interest in Social Entrepreneurship
- X1 = Self-efficacy
- X2 = Social Media
- a = Constant
- b1, b2 = Regression Coefficient
- e = Term Error

IV. RESULTS AND DISCUSSION

Table 2 below is a summary table that shows the partial relationship of the independent and dependent variables.

TABLE 1 MODEL SUMMARY

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .847* | .717 | .696 | 1.41887 |

a. Predictors: (Constant), Social Media, Self-efficacy

The results obtained from Table 2 are R = 0.847, which means that the relationship between self-efficacy and social media towards social entrepreneurial interests is 84.7%. R Square of 0.717 means that 71.7% of the variables of interest in social entrepreneurship can be explained by self-efficacy and social media. Meanwhile, the remaining 28.3% can be explained by other factors. Looking at the results of the remaining R = 28.3%, it can be concluded that there are still quite a number of other variables that can influence the

interest of social entrepreneurs in *Posyandu* cadres that can come from internal factors such as family background, family support, abilities, and others.

Table 2 ANOVA*

| Model | Sum of Square | Df | Mean Square | F | Sig. |
|--------------|---------------|----|-------------|--------|-------|
| 1 Regression | 137,811 | 2 | 68,905 | 34,227 | .000* |
| Residual | 54,356 | 27 | 2,013 | | |
| Total | 92,167 | 29 | | | |

Source: Data Research (2018)

a. Dependent Variable: Interest in Social Entrepreneurship

b. Predictors: Social media, self-efficacy

TABLE 3 COEFFICIENTS*

| Model | Unstandardised Coefficients | | Standardised Coefficients | t | Sig. |
|-------------------------|-----------------------------|---------------|---------------------------|----------------|--------------|
| | B | Std. Error | Beta | | |
| 1 Constan self-efficacy | -.613 .970 | 1.436 .151 | .738 | -.427 6.442 | .673 .000 |
| Social media | .150 | .086 | .200 | 1.747 | .092 |

Source: Data Research (2018)

a. Dependent Variable: Interest in Social Entrepreneurship

Table 4 shows the simultaneous results of each independent variable, where:

- Variables of Self-efficacy have a positive and significant effect on the interest of social entrepreneurs in Medan Labuhan *Posyandu* cadres. This can be seen from the significance value of 0.000 < 0.01, meaning that if self-efficacy increases by one unit, the interests of social entrepreneurs will also increase by 0.970 units.
- Variables of Social Media have a positive and not significant effect on the interests of social entrepreneurs. This can be seen from the significance value of 0.092 > 0.01, meaning that if the social media variable increases by one unit, the interest of social entrepreneurs will increase by 0.150 units. The insignificance of social media variables shows that social media does not affect the interests of social entrepreneurs.

The equation can be obtained as follows:

$$Y = -613 + 0,970 x_1 + 0,150 x_2 + e \tag{2}$$

TABLE 4 SUMMARY OF SPSS RESULTS

| Result | Information |
|------------------------------|--|
| R = 0.847 | The correlation between variables X1 and X2 together with Y has a strong value because it is almost close to 1, namely 84.7% |
| R Square = 0.717 | 71.7% of the Y variable can be explained by X1 and X2 |
| F Sig. = 0.000 | 0.000 < 0.01 which means that X1 and X2 simultaneously have a significant effect on Y |
| F = 34,227 | F Results > F table = 34,227 > 5.49 means that X1 and X2 simultaneously have a positive effect on Y |
| Sig. X1 = 0.000 | 0.000 < 0.01 which means that X1 partially has a significant effect on Y |
| t. the results of X1 = 6.442 | t results > t table = 6.442 > 2.47266 means that it has a positive effect X1 on Y |
| Sig. X2 = 0.002 | 0.000 < 0.01 which means that X2 partially has a significant effect on Y |
| t. the results of X2 = 1.747 | t results > t table = 1.747 < 2.47266 means that it has a negative effect X2 on Y |

Based on calculations with multiple regressions, it can be seen that:

- The first hypothesis (H1) is accepted; thus, self-efficacy has a positive and significant influence on the interest of social entrepreneurs in Medan Labuhan *Posyandu* cadres.
- The second hypothesis (H2) is rejected; thus, social media has a positive and insignificant influence on the interest of social entrepreneurs in the Medan Labuhan *Posyandu* cadre
- The third Hypothesis (H3) is accepted; thus, self-efficacy and social media have a strong influence on the interest of social entrepreneurs in the Medan Labuhan *Posyandu* cadre.

A. *The Relationship of Self-efficacy to Interest in Social Entrepreneurship in Medan Labuhan Posyandu Cadres*

Social entrepreneurship in Indonesia at this time has begun to be more active. To see the interests of social entrepreneurs, especially in *Posyandu* cadres in Medan Labuhan, were through self-efficacy. In this study, self-efficacy is an independent variable that will influence the dependent variable of social entrepreneurial interest in Medan Labuhan *Posyandu* cadres. The results obtained from the multiple regression that have been done found that H1 is accepted which means that self-efficacy has a positive and significant influence on the interest of social entrepreneurs in *Posyandu* cadres in Medan Labuhan with a sig value. 0.000 < 0.01. This is similar to the results of research conducted by Sandriwala and Khan Ali (2018) that self-efficacy has an influence on the interest in entrepreneurship in female students with a value of $p = 0.020 < 0.05$, while this is contrary to the results for male students with a p value = 0.372, $p > 0.05$, where self-efficacy does not affect entrepreneurial interests.

B. *The Relationship of Social Media towards Interest in Social Entrepreneurship in Medan Labuhan Posyandu Cadre*

The other independent variable used in this study is social media. Social media is currently the media most often used to obtain information and convey information to fellow social users. In this case, social media can simplify the promotion of business and it can be carried out so that more public interest in social media in entrepreneurship is raised. But the results obtained by social media negatively affect the interests of social entrepreneurs with sig. values $0.092 > 0.01$. This means that if the social field variable increases by one unit, the social entrepreneurial interest will increase by 0.150 units. The insignificance of social media variables shows that social media does not affect social entrepreneurial interests and that the results are obtained because of lack of understanding among the cadres about the benefits and use of social media. This result is contrary to the results obtained in research conducted by Fatmawati et al (2018) that social media has a positive and significant influence on the interest in entrepreneurship with a sig. value $0.000 < 0.05$.

V. CONCLUSION

Social entrepreneurship has an important role to play in developing the economy of the community around which social entrepreneurship is established. To see the influences of the interest of social entrepreneurs in the Medan Labuhan *Posyandu* cadre, the researchers took two variables which, according to researchers, would influence those interests, namely self-efficacy and social media. The results obtained showed that self-efficacy influenced the interest of social entrepreneurs in the Medan Labuhan *Posyandu* cadre. And for social media, the results showed that social media had no influence on the interests of social entrepreneurs in Medan Labuhan *Posyandu* cadres. Based on the results obtained, researchers suggest examining other variables such as family environment, information technology, and others.

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