

# Not Easy and Challenging: How Students Maintain a Relational and Communal Communication Identity in Doing Business Online

Prahastiwi Utari<sup>1\*</sup>Tanti Hermawati<sup>2</sup>

<sup>1,2</sup>*Communication Department of Faculty of Social and Political Sciences, University of SebelasMaret, Surakarta, Indonesia*

\*Corresponding author. Email: prahastiwi@staff.uns.ac.id

## ABSTRACT

The problems that remain unsolved for Higher Education in Indonesia are the large number of graduates produced still educated unemployed. The system of education is more oriented to the academic field, making students not ready yet for entering the world of work. Coupled with the ideal type of graduates that is more oriented to be job seekers than job creators make unemployment continues to rise. It is a challenge for Universities to prepare and to equip students with the competence of human resources and skills appropriate to the era of industry 4.0. Students should have the right competence and skill in the industrial age 4.0. One of them is to train them to undertake entrepreneurial activities of students with doing business online. By using a Communication Identity Theory, seeing student entrepreneurship Identity of communication behavior, and qualitative research methods with students of online businesses interviewed, this study analyzes communication layers influencing each other's identity and sometimes leading to the identity gap. To do business online successfully, there should be negotiation of identity as the ways of providing excellent service to the consumer buyer.

**Keywords:** *Entrepreneurial Identity, Communication Identity Theory, Negotiation Theory*

## 1. INTRODUCTION

The high number of educated unemployed college graduates is a significant issue to higher education in Indonesia. Data of the Central Statistics Agency (BPS), as of August 2019, the number of unemployed university graduates reached 5.67 percent of the total work force of about 13 million, with the open unemployment rate (TPT) university graduates in the education level S1 to S3 reaching 737 000 people. The main cause of this condition, according to experts is due to the competence of the students are lacking. The education system in Indonesia is still oriented to the academic field generally focusing more on the timeliness pass over the competence areas of work. Besides, college graduates still have the ideal type oriented more to be job seekers than to be job creators.

This condition is a challenge for Universities to prepare and to equip students with the competence of human resources and skills appropriate to the era of industry 4.0. Human Resources College should be able to contribute to economic growth and prosperity of the nation. Students need to be educated to become job creators compared with the job seeker. Students should have the right competence and skill in the industrial age

4.0. One of them is to train them to undertake entrepreneurial activities of students with doing business.

Why entrepreneurial activities are important to students? It is because, first, being an entrepreneur is not easy. It needs great courage [1]. Entrepreneurship is an accumulation of courage, risk and innovation functions. Entrepreneurship is the ability of seeing and assessing business opportunities and the ability to optimize resources, take action and risks in order make the business successful. This shows that entrepreneurship can be learned by individuals who have the desire, and not only dominated talented individual.

Second, the entrepreneurial spirit developed during the study can be grown in quotation result when students finish their studies and work directly in the work world that have been created during a student. Nielsen et al [2] explains entrepreneurship students as students that explore the possible identity of entrepreneurs by initiating and developing a business alongside finishing their university study. Nabi [3] also saw a lot of things that can be examined in regard to students and entrepreneurship, emerging high complexity related issues, and the process occurring when a student becomes an entrepreneur. This will make them tough honed with time running the business into the future.

In the study of entrepreneurship, the study of entrepreneurial identity is an important study. Identity is a subjective meaning and effort to identify an individual (who am I). When associated with entrepreneurship, this identity is a person's set of meanings, including attitudes and beliefs, attributes, and subjective evaluations of behavior, that define him or herself in an entrepreneurial role, Ove Horst et al. [4]. There is a strong significant relationship between the aspirations of entrepreneurial identity and the fields of business and activities they carry out in entrepreneurship, Alsos et al, 2016 [5]. The affirmation of this condition is strengthened by research by Celuch et al. (2017) [6] by saying that there is a missing link if entrepreneurship education does not pay attention to how the identity formation of the perpetrators is formed. Entrepreneurial identity is a combination of aspirations, expectations and efforts to start the ability to create a business world (job creator). This is in line with what was said by Gaida et al. 2018 [7] who conducted research related to Communication Identity in Veterinary Medicine who also saw that identity is important to be a special feature of a profession, in this case related to the field of veterinary medicine.

Research on entrepreneurial identity widely studied from the perspective of personal and cultural. Personally socio-psychological identity is seen as the ability of individuals to create, negotiate and maintain a relationship, which forms its regularity will bring up what is known as an identity or identifier of the individual. Shin and Hecht (2017) [8] saw this kind of focus on the identity of the individual identity. It is rooted in roles theory in sociology stating that identity is based on the established roles in a relationship (relationship). Maichal et al.' Research [9] personally examine how identity is formed of entrepreneurial self-efficacy someone with through role models in the family.

In terms of cultural, entrepreneurial identity is formed by the norms, rules and culture that bind a person to behave so that raises as a cultural identity. Bell et al., 2019 [10] in research exploring entrepreneurial roles and identity in the United Kingdom and China examine how entrepreneurial identity is formed between two different groups of people, in the United Kingdom and China. They managed to identify the identity of entrepreneurship is also strongly influenced by local cultural background. Arguing entrepreneurial identity as 'salient identity' that motivate individuals to participate in entrepreneurship, factors (role), self, and counter roles of culture in each country into entrepreneurial identity identifier that distinguishes the two groups of nations. Horst et al.'s research [11] on "Entrepreneurial digital identity through media development" examines the rapidly evolving entrepreneurial identity in line with their use of digital media, supported by ICT. The use of digital media allows entrepreneurs develop startups. How entrepreneurs in touch with other individuals, using the media and communication with the audience reflect on the use of digital media and how then this forms their identity as entrepreneur.

Paper on Entrepreneurship identity studied students in online business is not based on previous studies that generally emphasizes on the entrepreneurial identity based on personal and cultural of the perpetrators. As a novelty, the identity of the student entrepreneurship in doing business online will be seen from the perspective of communication. Entrepreneurial identity excavated from individual communication behavior of actors. Basic usage is selected theory Communication Identity Theory (CIT) developed by Dr. Michael Hecht [12]

Through the use of Communication Identity Theory (CIT), four stages are described in the entrepreneurial student communication identity: the personal identity, enactment, relational and communal. In this case, the relational and communal communication of entrepreneurship students in online business is described and analyzed and so is how the negotiations the communication needs to be done if there is a gap between the personal identity with relational and communal identity in doing business online.

## 2. LITERATURE REVIEW

Communication Identity Theory (CIT) was developed based on the theory and empirical data showing that communication is not just a product of an identity but also an important element of an identity [13]. CIT presents a comprehensive view of an identity by integrating the community; social relationships are formed in it and also the self-concept of culprit. This theory puts people in relationships, the self-understanding in an identity through the communication process. Instead identity expressed through communication. There is a reciprocal relationship between communication and identity [14]. CIT through communication, build, maintain and modify a person's identity.

CIT is divided into 4 (four) layers of identity, [15]. First, the personal identity, which is viewed as a sense of self identity, see who am I. The character of a person based on age, gender and ethnicity can shape one's personal identity. Second, it is the enactment person layer. This layer shows the identity of a person from the use of language in communication, and in his social behavior. What and how I talk about and how I behave. Third, the relational identity layer is seen from how the perception of others sees the actor, by Hecht called ascribed relational identity; identity also formed because of a relationship with another individual. Fourth, is the layer communal identity, showing how identity is created and shared in a group / community. Based on the agreement about the 'who we are' in society.

In addition to explaining the four layers in an identity of the communication behavior, CIT also underlined that the fourth layer will influence each other or penetration. And this, according to Hecht, will lead to what he called Identity Gap, a condition where there is inconsistency between existing layers. For example, there is a gap between one's personal identity and performance and relational identity. Individual's opinion about him/her

might be different with a picture of themselves when they had to relate to other.

Shin and Hecht (2017) [16], explaining that CIT may be applied in many situations where a change in a status included explain the identity of the acculturation. Hecht's research [17] can explain how CIT is used as a framework in researching Design Health Messages. Hecht et al.'s research (2002) sees how the identity of the communication of the Jewish community is shown through the display of a television show. Hemas, Utari and Wijaya's research [18] on the identity of Narcotics traffickers' communication get an idea of how the relational identity of drug dealers conceal or reveal his identity based on how other people respond to it. Another interesting study is research by Gaida et al (2018) [19], explaining how the identity of communication is grounded in veterinary medicine. Looking at various studies using communication approach in shaping identity through CTI theory, it is possible to see the identity of the student entrepreneurship by using the theory of CTI.

This paper emphasizes the study of the formation of relational and communal identity of the communication behavior of entrepreneurial students in doing business online. The importance of assessing identity of the two layers is because it concerns the process of entrepreneurial activity, between the customer and the community of users of their products. Two other layers are: the personal identity and enactment, still be used as a base look relational and communal identity and to see whether there is a gap of identity (identity gap) occurs in conducting business online.

### 3. METHODS

This paper is the result of research using qualitative research methods, exploring the clarity of a phenomenon based on what is obtained through field search or data collection. This study wants to explore the communication identity of students in running an online business and how they negotiate their communication identity when there is an identity gap in running their online business.

Referring to what Creswell, 2014, [20], qualitative research is complex in holistic picture in natural setting. In the qualitative research process, a certain meaning will appear to what you want to look for, through the observed context, which in certain conditions will give rise to previously unobserved conditions, or also allow the understanding of a process behind the phenomenon that is explored/searched for, and can also raise or build a phenomena that are causality, giving rise to certain patterns obtained from observations

The subjects of this study were students at the Sebelas Maret University that do online business. Their selection is based on the type of online business is undertaken, the amount of the turnover and the level of product marketing. How to select respondents conducted by snowball sampling, from point sources will be explored next speaker. There were 18 students who are doing online business that can be interviewed.

Data analysis in a study conducted referring to Creswell (2014) and Gionia (2015) [21], which is done in three stages. First read and record all the results of the information obtained through interviews of the informant. Data in the form of oral interviews converted into written data through a data transcript process of turning the interviews into narrative form writing. The second step is all the data that has been given a transcript of the coding data or grouped based on the objectives were analyzed using the theory.

The third step is the interpretation of data. It was done by interpreting all answers given by grouping the informants (Creswell, 2014). In interpreting data, it is important to do the triangulation of data, that is, cross-checking and comparing the data with other data to form coherence and provide clarity in the interpretation.

## 4. RESULTS AND DISCUSSIONS

The research data explains that there are 2 types of students doing online business. First, students act as Resellers, they buy products from distributors or suppliers at prices lower than market prices to resell them at a profit. The online business model as a reseller is the easiest to do because it doesn't require a large fee. On the other hand there are student who are doing online business as a manufacturer, where they made the product once mark it.

The explanations about the layer of communication identity of the student as an entrepreneur when doing business online, and the identity gap that emerged in the business process show that students who are doing online business as a reseller experience more identity gap compared with the group of students who are doing online business as a manufacturer. The ways they negotiate in closing the gap identity can make them survive in conducting business online. Patterns of negotiation in this identity gap can be used as a strategy in managing their online business.

### 4.1. Personal Layer: role models, ideal type and existing business.

The communication layer of personal identity is the identity that is seen from the sense of self, identity see who (who am I). it is an understanding of the self associated with what will be done to establish identity. One indicator is the reason why they want to do online business. Different results were found concerning online business reasons, namely the status of entrepreneurs and manufacturer reseller entrepreneurs.

For a group of students who are doing online business as a reseller, the main reason to do business online is to follow friends who have managed to advance in business. Friends became their roles of model to do the same.

*"I saw my friend is in running this business, just take the goods with others, then sell it, he gained a*

*considerable advantage. It attracted me to follow* "(Participant 05)

*"From friends who are already doing business like this, it can finance their lives as students. It drew me to try to do business as well, so I do not burden parents in financing tuition"* (Participant 11)

*"I saw enough courage we can only do business online, the origin confident we can do it certainly succeeded. These businesses do not need a big capital"* (participant 7)

As stated by Gibson (2004, p.136) [22] the term 'role model' draws on two prominent theoretical constructs: the concept of role and the tendency of individuals to identify with other people ... and the concept of modeling, the psychological matching of cognitive skills and patterns of behavior between a person and an observing individual". This implies that individuals are attracted to role models who are perceived to be similar in terms of their characteristics, behavior or goals (the role aspect), and from whom they are able to learn certain abilities or skills (the model aspect).

Characteristics of the model roles that they get from friends who are already doing business online in advance is an easy job type that has the courage, only to sell the goods back, does not require costly and could as supporting the cost of the study.

Another reason student groups doing business online resellers also because they feel that this activity is a form of an ideal type to be an entrepreneur. This activity is the first step to become entrepreneurs in the future.

*This is my way of getting to know and to learn doing business. I start with the easiest way out, also does not cost much to become a reseller. The most important thing to me is how I run this business in order to succeed, as well as how many people know both producers and consumers we* "(Participant 12)

*"I wish to pursue an online business as it is now, I can improve my ability to do business even bigger in the future"* (Participant 3)

*"Following a friend, while learning at the same time, needs the courage to learn and to start. By way of learning we can improve and develop our potential* (Participant 6)

For a group of students who are doing online business as a manufacturer and marketer, the reason for doing these activities is that they continue their family's existing business in .Growing up in a family working as an entrepreneur offers a child the opportunity to learn from their parents and to get an idea of the real entrepreneurial work (Chlosta et al, 2012) [23]

*"I just continue what my parents do, I just forward it. Trying to increase the family business by using IT into a business online "* (participant 9)

*"This is a business that is already occupied by my sister before, seeing her overwhelmed in dealing with online business then I helped, and once I co-developed the same business"*(participant 1)

*"Before, I did not see the family business can be developed into an online business, when inadvertently nothing is like the product of a family business, and more*

*and more buyers, I was interested in and then to expand its marketing through online media so that I found myself doing business online"* (participant 6)

The family environment accustomed with doing business provides them with lessons concerning entrepreneurial behavior and motivates them to behave the same way with the environment shaping it.

Besides helping family businesses that already exist, there are students who explain that their interest is the family doing business online because they feel they have the ability to improve their family's business. This is in line with Laviolette et al, [24] stating that students are interested in continuing the entrepreneurial behavior in the family because they have thought to develop entrepreneurial identity by translating the unimaginable possibilities of her potential

*"I learned in college about how to design product packaging; then I developed a small family business. It turned out that my ability can improve the family business. Moreover, I proceed with its marketing through online media, it develops like now "* (participant 14)

*"My parents actually do only a home-based business selling processed foods; with my assistance in dealing with the packaging, and also submitting it make this business more developed"*(participant 10)

## **4.2. Enactment Layer: mastery of ICT**

Enactment identity is defined as identity expressed or performed by communication and social behavior [25], people enact their identities and exchanged in communication [26]. This layer conceptualizes identity as a performance, as something being expressed, and how to communicate the identity to others, for example through verbal and non-verbally language, what we use or a sense of fashion, how we speak and so on. Enactment student identity in online business can be seen from their competence in IT and how to use the media as a support for their online business.

The mastery of IT in doing business online is the main basis for students in running their business, because they belong to the Z generation born when technology is developing rapidly, very quickly adapt to the technology. Commonly used social media are Twitter, and Instagram. To demonstrate the existence of self we can share on social media for social needs, and use social media. From the research conducted, it can be seen that most students use instagram and Facebook as a medium for selling online.

*I'm doing business online, many via instagram, with consideration can display pictures that showed the products I sell" Participant 5*

*"In addition to direct deals for the products I sell, I also put it into social media that I use as IG, and facebook. If there are friends who ask for samples, I will serve also to use Whatsapp "*Participant 10

*"For me personally in running an online business is not a problem with the use of media for promotion tool, as*

*these pre-existing family businesses, the use of social media to increase sales only. Participant 2*

Associated with the use of social media, the students also said the importance of attention to the packaging of the message. Messages about the products that will be sold are prepared with words and sentences chosen according to their age categories as the millennial generation.

For my product to attract the attention of buyers, in offering my product I have tried to understand the characteristics of the media I use, and to adjust it with the delivery of the message based on the media. If I use IG I prefer displaying existing photos”

“Sometimes the delivery of my message is done not by directly mentioning that I offer a particular product but for example by telling a story, featuring the image, so that people who see become curious.

### **4.3. Relational Layer: relatives and friends**

Relational Identity is the most important layer of communication theory discussed in identity. According to Hecht and Choi, relational identity is seen as a mutual product, jointly negotiated and mutually formed in relationship. Jung and Hech saw 4 (four) measures in understanding Relational identity. First, how individuals see themselves when dealing with other people or the so-called relational ascribed identity; second, how to look at themselves when dealing with others, third, how a person sees himself as others see him, and fourth, -how it became part of a multiple identity when dealing with others.

When asked who their customers are, as an online business student know their customers. Some answers are emerging to explain that buyers usually are the ones they are familiar with, generally the buyer is a friend or family environment alone, but there is also a special buyer is indeed true. As a seller, doing business online students treat friends or family as a buyer in accordance with the rules of buying and selling.

*“Usually I sell my products to buyers that I know. They were friends and sometimes their own families. For me is very profitable to sell to consumers are the ones closest”*

*“Sometimes there is someone that I have not known who buy my products, more interesting because we use the principle of buying and selling as well as possible. We must serve customers as well as possible. If the rules are slightly more lax friends, selling is more loose relationship”.*

*“Doing online business with the family sometimes makes us unable to get a greater profit, they sometimes ask for a discounted price, which we sometimes can not resist.*

### **4.4. Communal Layer: loyal vs. incidental customers**

Communal identity refers to the collective identity created and shared by a group of people in the community. It is based on the social and cultural agreement about "who we are" in the society (Shin and Hect 2017) [16], or it is conceptualized as a frame or location for Identity (Hecht and Choi) [13], a group of people or a particular community shares or constructs an identity [17].

Students who make buying and selling online is very attentive to those who often buy goods Not infrequently they give discounts or also quality goods at low prices for their loyal shoppers, and somewhat different from the treatment to those who purchased incidentally. To this group they usually put A prudent.

*I trust the buyers are loyal because they already know who we are, what products and quality of the goods, and no fuss. Already emerging mutual interests, so it is more convenient to sell to them”*

*Buyers are often re definitely shop because they were satisfied with the products that we offer, or the way we cater on them. So that loyal customers are our greatest asset. ”*

### **4.5. Gap Identity: Product vs. Customer**

Of the four layers of the communications identity in doing business online, students are likely to be faced with the problems the identity gap, a condition where there is interplay of existing layers resulting in inconsistencies between layers of identity that has been formed. According to Hecht et al, the most common is the identity gap between personal layer and relational layer. What is there in a person sometimes does not correspond to what to display.

In selling goods sometimes students feel some things that do not suit them personally, for example, when goods are sold they complained of by the purchaser, the case has been believed that the goods quality, so there is no way to replace the item by buyer’s satisfaction.

*I never complained of by the purchaser, it was hard to accept because I believe that I sell stuff online is attractive and of good quality. But here's the risk, we should resubmit the desired items according to the buyer. '*

*“Sometimes there are buyers who can not wait for the shipment of goods came to him. They would tell us to get angry when the goods arrived late, so it must be prepared to manage the urge to participate angry*

### **4.6. Negotiation Identity: good products and excellent service**

The existence of an identity gap in selling online makes students try to adapt by negotiating what will be obstacles in their buying and selling process with customers. To keep their buying and selling process running, they will

always maintain the quality of the goods sold and serve the best for their customers.

*"Actually, it's easy to sell online, if we want to maintain the quality of the goods we sell, not only selling at low prices, also with fast service. For sure customers will stay with us.*

*"Customers rarely bid on prices, the most important thing to them is that if our goods are of good quality, fast delivery service, they will definitely keep buying.*

*"Maintaining good relationships with customers can only be done if we have good quality goods and good service too"*

## 5. CONCLUSION

Communication behavior shown during the student pursue an online business will shape the identity of the communication as an entrepreneur. To students, selling online during the study period benefits them, as it becomes a place to train them and to hone the ability of being an entrepreneur. Some behavior in selling online communications shaping their identity that can be developed into a way of managing them being an entrepreneur. This sort of thing becomes part of their identity is personal communication

The mastery of the use of ICT, especially the Internet, becomes the main capital for a media student in doing business online. As the millennial generation, the mastery of technology is not difficult to them. The ability of marketing goods using social media establishes the identity of their appearance.

How do they communicate with buyers, overcoming the barriers in that case, the provision of quality goods, timely delivery all make students learn how to form their communal and relational communication's identity.

The emergence of various obstacles in the process of buying and selling online, will teach students to always maintain the quality of goods, the best service at consumer. This is the most important point to maintain the continuity of their business. It is another form of their negotiations in the communication identity to become entrepreneurs

## REFERENCES

- [1] Siswoyo, Bambang Banu, Pengembangan Jiwa Kewirausahaan di Kalangan Dosen dan Mahasiswa, Jurnal Ekonomi dan Bisnis, tahun 14, nomor 2, Juli 2009
- [2] Nielsen, SunaLewe and Gartner, Bill, 2017, Am I a Student and /or Entrepreneur? Multiple Identities in Student Entrepreneurship, Education + Training, Vol 59, No 2, 2017, p.135-154, <https://doi.org/10.1108/ET-09-2014-0122>
- [3] Nabi, G. and Holden R, 2008, From Student to entrepreneur: Toward a model of Graduate entrepreneur career making, Journal of education and work, vol 23 no5.
- [4] Ove Horst, Sven, Thesleff, Rita Jarventie and Latre Francisco Javier Perez, 2019, Entrepreneurial identity development Through Digital Media, Journal of Media Business Studies, DOI: 0,1080/16522354.2019.1689767
- [5] Alsos, GryAgnete, and Clausen, Tommy Høyvarde, Hytti, Ulla and Ulla, Sølvi, 2016, Entrepreneurs' social identity and the preference of causal and effectual behaviours in start-up processes, Entrepreneurship & Regional Development VOL. 28, NOS. 3-4, 234-258 <http://dx.doi.org/10.1080/08985626.2016.1155742>
- [6] Celuch, Kevin, Bordeau Bryan, Winkel Doan, 2017, Entrepreneurial Identity: The Missing Link for Entrepreneur Education, Journal of Entrepreneurship Education Volume 20, Issue 2.
- [7] Gaida Silke, Hartl Anja, Tipod Andrea, Dilly Marc, 2018, Communication Identity an Veterinary Medicine : A Grounded Theory Approach, Veterinary Record Open 2018; 5 e 000310
- [8] Shin, Youngju and Hecht, Michael L, 2017, Communication Theory of identity, The International Encyclopedia of Intercultural Communication, John Wiley & Sons Inc.
- [9] Maichal, Efrata Tommy Christian, 2017, Proses Pembentukan Identitas Kewirausahaan dan Efikasi Diri Melalui Role Model: Peran Pola Didikan Dalam Keluarga, Conference on Management and Behavioral Studies Universitas Tarumanegara, Jakarta
- [10] Bell Robin, Liu Peng, Zhan Huirong, Bozward David, Fan Jing, Watts Helen, Ma Xioyu, 2019, Exploring Entrepreneurial Roles and Identity in the United Kingdom and China, International Journal of Entrepreneurship and innovation, vol 20, No 1, pp.39-49
- [11] Horst, Ove Sven, Thesleff, Rita Jarventie and Latre Francisco Javier Perez, 2019, Entrepreneurial identity development Through Digital Media, Journal of Media Business Studies, DOI: 10,1080/16522354.2019.1689767
- [12] Hecht, M.L (1993) A research odyssey: Toward the development of communication theory of Identity. *Communication Monograph*, 60, 76-82

- [13] Hecht, Michael L, Choi Hye Jeong, The Communication Theory of identity as a Framework for Health Message Design, In Encyclopedia of Health Communication, Thompson, Teresa L (Ed), Chapter 8.
- [14] Jung Eura, and Hecht, Michael L, Elaborating the Communication Theory of Identity and Communication Outcomes, Communication Quartely, Vol.52 No 3 Summer 2004, p.265-283
- [15] Hecht, M.L (1993) A research odyssey: Toward the development of communication theory of Identity. *Communication Monograph*, 60, 76-82
- [16] Shin Y, Hecht, ML, Communication theory of identity, in the International Encyclopediof intercultural Communication, New Jersey Willey, 2, p 1-9. Doi: 10.1002/9781118783665.ieicc0008
- [17] Hecht, Michael L, Choi Hye Jeong, The Communication Theory of identity as a Framework for Health Message Design, In Encyclopedia of Health Communication, Thompson, Teresa L (Ed), Chapter 8.
- [18] Hemas, Lintang N, UtariPrahastiwi, Wijaya Mahendra, 2019, The Communication Identity of Drug Dealer, *JurnalKomunikasi Indonesia*, Volume VIII Issue 2 July 2019, ISSN 2301-9816
- [19] Gaida Silke, Hartl Anja, Tipod Andrea, Dilly Marc, 2018, Communication Identity an VaterinaryMedicine : A Grounded Theory Approach, *Veterinary Record Open* 2018; 5 e 000310.
- [20] Creswell, John D, 2016, *Research Design, PendekatanMetodeKualitatif, Kuantitatif dan Campuran*, Pustaka Pelajar, Yogyakarta.
- [21] Gioia, Dennis A, Corley, Kevin G and Hamilton, Aimee L, 2013, Seeking Qualitative Rigor in inductive Research : Notes on the Gioia Methodology, *Organizational Research Methods*, 16:15
- [22] Gibson, D. E. (2004). Role models in career development: New directions for theory and research. *Journal of Vocational Behavior*, 65(1), 134–156. [https://doi.org/10.1016/S0001-8791\(03\)00051-4](https://doi.org/10.1016/S0001-8791(03)00051-4)
- [23] Chlosta, Simone Chlosta Holger Patzelt Holger Patzelt Sabine B. Rau Sabine B. Rau Christian Dormann Christian Dormann, *Small Business Economics* 38(1):121-138, DOI: 10.1007/s11187-010-9270-y
- [24] Lviolette, Eric, Michael, lavebre, Miruna, Ladu, *Symbolic role models and entrepreneurial intention*, Conference: International Council for Small Business, 2008
- [25] Shin Y, Hecht, ML, Communication theory of identity, in the International Encyclopediof intercultural Communication, New Jersey Willey, 2, p 1-9. Doi: 10.1002/9781118783665.ieicc0008
- [26] Jung Eura, and Hecht, Michael L, Elaborating the Communication Theory of Identity and Communication Outcomes, Communication Quartely, Vol.52 No 3 Summer 2004, p.265-283