Developing Entrepreneurship Program for Rural Community with WhatsApp as A Social Capital

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Abstract: The COVID-19 pandemic requires people to use remote communication applications to carry out business activities. With the implementation of Community Activity Restrictions (PPKM) by the government which restrict mobility and community activities in several areas, many people feel that their economy has stopped and the community has difficulty meeting their needs. Common people have difficulty finding food and traders have difficulty finding buyers because most of them are traditional traders who do not understand internet marketing technology and do not feel the need for it because their stock of goods is limited for local people. This study intends to develop entrepreneurship by using the WhatsApp communication application as social capital in local communities. WhatsApp is an application that is commonly used by people today to communicate. By training and developing a communication system on WhatsApp as a simple marketplace for the surrounding community to continue their activities without meeting each other, they can meet their needs to carry out their economic activities again. This research used the 3rd level of Research and Development research model to recreate Whatsapp into a marketplace and entrepreneurship online class where people conduct entrepreneurship learning and economic activities. As social capital, WhatsApp communication can be applied in local scale entrepreneurship development programs by changing group rules and providing consultation and learning services to the community. Communities need simplicity in learning new things, especially in community development and entrepreneurship to increase resilience to the existing situation and increase their economic value. In conducting community learning, inclusion and understanding diversity are needed.

Keywords: social capital, entrepreneurship development, whatsapp

1. INTRODUCTION

The COVID-19 pandemic has hit the local economy. COVID-19 is rampant with new, more virulent variants, while on the other hand, people need food and the economy must work. The COVID-19 pandemic has also changed business behavior that was previously conventional by opening stalls and trading in the market into online business activities using mobile applications. Some places, especially suburban and rural areas, where internet network infrastructure has just been installed, given a wide gap between the rich who can afford high-tech equipment and those who can afford it [17]. This situation is also not different to common people who just understood how to use the internet as a cheap communication tool and high tech city children who native to the new technology. Most people from rural areas with limited infrastructure do not know how to use the application to buy or offer their wares via the internet.

Internet technology is a technology that can be used to carry out remote activities since this technology can be used anytime and anywhere as long as there is an internet network. With many victims falling during the Covid-19 period, keeping distance and communicating in long distance ways is very crucial since this technology can be a savior and prevent the spread of the virus. Therefore, the development of internet technology, especially those has role as communication tool to the community members, must be easy to use and be adjusted to the conditions of the local community, especially local entrepreneurs with limited internet technology type.

Community was originally for people who meet each other and have related to location, but then the word community changed with people who meet in the same location, organization, community, hobby, and all that have something in common even though they are in different locations physically. Society as a structure of relationships whose members are interrelated and work through social interaction [28]. Goel explained that the main focus of the community development approach is institutionalization. An interactive process that helps people to make autonomous decisions, to meet their needs and address the problems that most affect their lives.

In this situation, when physical distancing in economic activities are needed, community development must be related to economic development whose role is to influence the process for the financial benefit of the community through the expansion of job opportunities and entrepreneurship. When a society understands its economic conditions and is able to analyze its needs and unmet opportunities then they decide to improve their economy and achieve their goals [46]. Social capital is an important element in economic development with a combination of other capital, because of its ability to increase the power of society, households and individuals through the relationship between people and the groups and organizations involved, which determine the level of control over resources. and their ability to negotiate with others [3].

From the 7 perspectives of Green community development, only 4 things can be built with social capital, these 3 things are social relations, communication, integration and togetherness which with the support of 4 other perspectives, structure, power, and motivation, become the strength of the community in building itself. Sympathizing, because of being in the same situation with the same needs, in giving and taking can build togetherness and integrity.

One of the most popular communication applications in Indonesia is WhatsApp. The number of active WhatsApp users as of march 2nd is 68.8 million [6], making WhatsApp the most widely used internet-based communication application in Indonesia. WhatsApp is a simple communication application that uses text and telephone as well as video calls with quality that can be automatically adjusted from GPRS technology to the newest technology at this time 5G to communicate with people who are not in the same location. WhatsApp can replace conventional letter, telegraph, telephone and face-to-face communication. In the case of WhatsApp, as long as the sender and the recipient have an internet connection they can communicate easily. Apart from being a social medium, WhatsApp groups are often used as a learning medium. Barhoumi event suggest to use WhatsApp since he found WhatsApp is effective in blended learning (2015). online learning using WhatsApp during covid-19, increases the student motivation. Simplicity, easy to adapt technology, can be used privately or in groups, has been used by many people, and is effective as a learning medium, making the development of WhatsApp in economic development to develop community entrepreneurship is significant.

The research aims to build the economic strength of the community in a pandemic condition by using WhatsApp as social capital. With this research, people can use their social capital with the help of WhatsApp to build their economy and become one of the cases that can be applied with certain adaptations in other places and developed academically.

2. METHOD

This research is a 3rd level R&D research which is conducting research to develop existing products by redesigning the product in usage system that will increase the value of the product and test the effectiveness of using the product developed. Product development was conducted using ADDIE (Analysis, Design, Development, Implementation, Evaluation). The activity to create and conduct the research were recorded and collected to observe and analyse in empirical study with literacy review.

a. Analysis

First, in community development an analysis of the current needs of the community is made [36] Needs Assessment was conducted by interviewing and discussing the matter with the small home business owner and village official. What issues are most important based on the urgent needs of today's society. The same way was done in the asset analysis added with collected data from the village office.

b. Design

After obtaining data on needs and assets Analysis, the next step was creating steps on how to prepare the community by educating them how to use and adjust the new WhatsApp rules for their objective including how to create their own business using their capacity. The project must be started on July 3rd, 2021 until July 13th, 2021 with at least 1 moderator per group. The program is declared successful if the active group with many entrepreneurs open and shops open, followed by other members who learn to do business by offering their products. Because WhatsApp applications already exist, the rules for the WhatsApp group roles were made by looking at the results of the analysis of social assets in the form of existing culture and existing potential, both negative potential (disaster, social tension) and positive natural potential, farming, trading and relation between members of the community.

c. Development

The next step after planning was to train the moderator/facilitator to assist in the process. The developer is a consultant in this program. Having local facilitators is important to increase the belonging and engagement among the community members. Starter business course was created to accommodate the members' self assurance, especially to the one who wants to start in business. he results of the designs were then developed and consulted to IT experts and community development experts to see if anything needs to be added or needs to be removed to increase the effectiveness of the existing system.
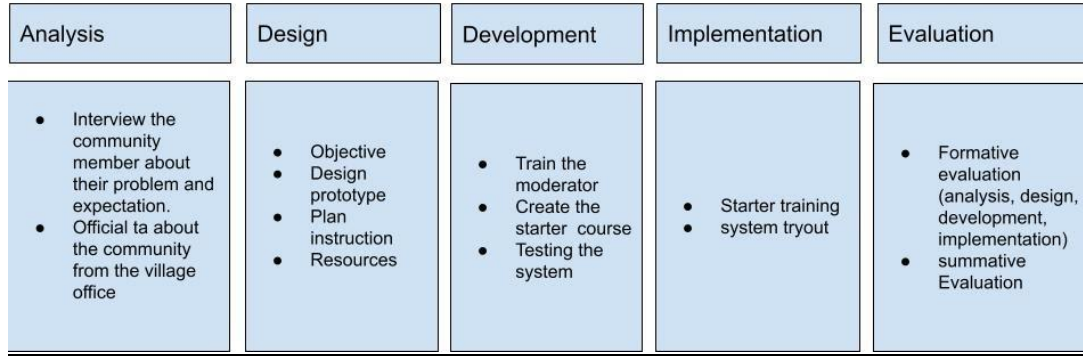
Analysis	Design	Development	Implementation	Evaluation
• Interview the community member about their problem and expectation. • Official ta about the community from the village office	• Objective • Design prototype • Plan instruction • Resources	• Train the moderator • Create the starter course • Testing the system	• Starter training • system tryout	• Formative evaluation (analysis, design, development, implementation) • summative Evaluation

Figure 1. ADDIE research

d. Implementation

The publication and introduction of WhatsApp groups is done by spreading and inviting more members of the public to participate in the digital market WhatsApp group. The introduction of group rules was also provided to make the group run well. The business owner can open their own business shop in WhatsApp business if they want since WhatsApp business courses have also occurred.

e. Evaluation

Formative evaluation was done by looking at the progress of the program development process from phase to phase. Summative evaluation Summative evaluation was executed to find out feedback from participants, the critics, suggestions and opinions of participants about the program. This evaluation was done by distributing questionnaires to members to see how they think about the program and what should be added such as a good schedule and so on. This evaluation was an evaluation and closing using a Likert scale never and questions in the form of answers using long paragraphs.

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3. RESULT

Tegaltirto Village, Berbah,Sleman, is a village located in the Berbah sub-district of Sleman, the special region of Yogyakarta, Indonesia. The population in 2020 was 13508 with a total of 4154 families. It's population density was 2361 inhabitants per km2. The potentials of the village were the wealth of agricultural products, livestock, and ecotourism. Another village potential is high solidarity, where Tegaltirto is known to have a strong social sense with the culture of *gotong royong*. The village's economic facilities include three shops, 271 kiosks, one restaurant and 6 banks and KUD (Village *Koperasi* unit). There were 430 UMKM (Middle, Small and Micro Business Unit) in Tegaltirto village covering agribusiness, transportation, culinary industry, services, crafts, culinary trade, building materials, fashion trade, and other trades.

Potential problems in Tegaltirto Village include the COVID-19 pandemic, insufficient human resources to publish and develop infrastructure, vulnerability to disasters, especially earthquakes, and limited types of seafood processing. Tegaltirto village already has a disaster preparedness village (KSB) program and disaster management. From the data above, it was concluded that Tegaltirto village has the potential for social capital in the development of its community, while the economic potential was also high but the biggest problem was the COVID-19 pandemic. What made many traders and business actors experience a decrease in income, especially home business owners who do not have large capital.
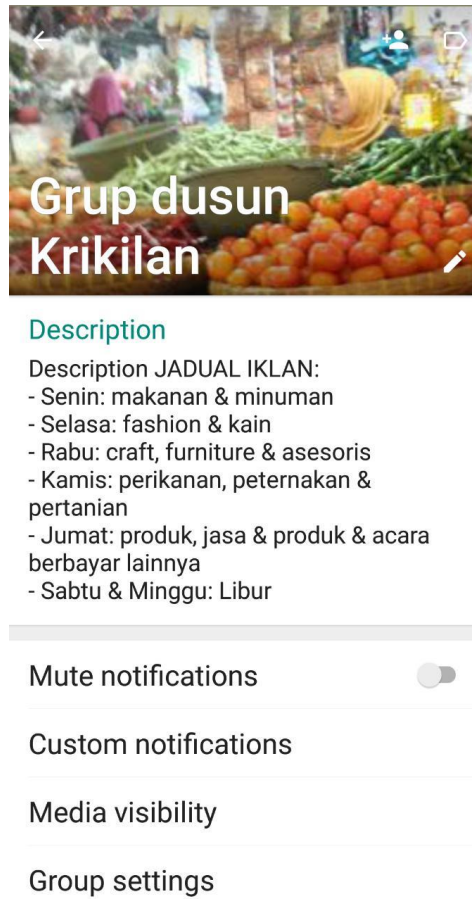
Figure 2. Early whatsapp Group

Initially, the development of entrepreneurship using WhatsApp was started by recording the number of heads of families and the number of businesses, especially home traders such as culinary traders, food stalls and other traders in the Krikilan area which has 52 UMKM and home traders. Traders and other members of the community were united in one WhatsApp group for Entrepreneurship. In it, traders could offer their wares and be contacted directly by residents who want to shop. Merchants were expected to use WhatsApp business in carrying out their trading activities.

Figure 2 shows how the WhatsApp group rules become a digital market regulation system in an entrepreneurship program. This advertising system can accommodate all community members who are registered in this entrepreneurship program, but this system did not work properly in local business with day to day activities. The system was simple, but after consulting with digital ecosystem experts, it was found that there are indications that the group would become very crowded and advertisements have piled up so that some residents would complain because they get messages in the middle of the night that disturb their sleep. The absence of a curfew also makes the potential for the group to get out of control which would also annoy some residents who think that messages were too early or at times that disturb their resting time.

In several observations using previous residents' whatsapp groups, residents asked merchants who were neighbors of the same village as to whether the shop was open or not, or the merchandise had run out or not, or what menu was provided today so that the advertising settings were not effective. Another problem that arose was how to make payments without meeting face to face. The first time a simple way was made by storing money in a certain place in exchange the goods were placed in the same place so that trading occured and there was no face-to-face meeting between the buyer and seller. But then there was the idea to make payments online because some of what happened was that merchants did not have change or buyers did not have time to take money at ATMs (Auto Teller Machines). Merchants found it difficult to buy a machine to swipe debit/credit cards, so they asked to use online payments such as OVO, Go-pay, Qris or Links. Although online payments were more used recently, in reality the villagers were not familiar with the use of online payments. It was necessary to make a course about the use of WhatsApp and online payments. The system was then replaced with a rule as shown in Figure 3.

Figure 3. Modified WhatsApp Group rules.

4. DISCUSSION

a. Social media potential in community development

Using the concept of social failure Mikolaj Jan Piskorski that communication is like a business transaction [34], this study proves, literally, that there is a relationship between social relationships and business transactions. Good communication between seller and buyer in a mutually beneficial business relationship will occur without communication. ICT is considered unable to develop social capital in a deprived environment, but the use of social media can develop community capacity. Social capital can provide partnership performance.

The use of social media is possible in the principles of community development [29]. To accomplish community development with social media, it is necessary to achieve a good development strategy. In particular, developers must be able to use social media to listen, enlighten, motivate, support, and help each other. The rules in whatsapp as contained in this study are not only as a policy but also as a strategy. The use of private chat and group chat as well as status and digital showcase allows members to carry out social activities as well as how to sell but social settings that are in accordance with real social settings are as real as possible.

Trust between buyers and customers must be supported because in entrepreneurship by using social capital, trust is the most important thing to keep the business order running well. This trust makes buyers make purchases or orders from traders and this trust also makes traders provide services to buyers.

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b. Opinion leader in digital community development

According to Everett [43] the same way of thinking among members of the community is necessary for the success of a community development program. For this reason, a leader or opinion leader who understands and can communicate with the community well by conveying what is on their mind that is in accordance with the needs of the community and is able to provide satisfaction in meeting needs or is able to provide satisfaction in solving problems for which they will have an impact on success. a program.

Fefined opinion leader as marketing strategy. In rural communities that were the subject of this entrepreneurship development program, the role of local leaders is used to increase public confidence in the program [44]. Outreach to the community needs to reach local leaders. This needs to be done to build public trust and to get support from the local government, especially village officials and regional officials who have a role as an innovation leader who helps the diffusion of innovations carried out in this case is the entrepreneurship development program. In this case, the hierarchical leadership adopted became a strong basis for local leaders as opinion leaders who helped the development program. However, without testimonials from people who have used WhatsApp as a business communication tool. An opinion leader is someone who has confidence in the product and is trusted by other members, who starts trading for the first time which motivates other members to participate.

c. Preparing villager to face digital era

The digital transformation of society, especially in rural areas, is a complex process. Strengthening ICT skills for all workers and citizens is important, but not sufficient for thriving in the digital economy [37], especially during a pandemic. There are many things that must be prepared to transform society into the digital era. Ability to cultivate social relationships and cooperate flexibly should also be considered. In this study the use of group rules to gain effectiveness in social media as a marketplace shows the importance of rules in trading even at the local level. Therefore, digital transformation must be accompanied by rule transformation.

Infrastructure is another problem that arises in local communities especially in the financial sector. Although the use of online payments has begun to be known and used, poverty is not affected by technology. What is experienced by rural communities who are paid with rice cannot be done with online payments. The circulation of goods and money must be taken into account first, because during a pandemic many businesses go bankrupt, thus affecting the circulation of money.

To be able to benefit from digitalization, it is necessary to make it easy and consistent in its implementation by every individual, business person and government [37]. Cooperation between the government, business people, communities, facilitators, and other stakeholders must work together to create harmony

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including providing incentives and capital and using what already exists in the community.

In a developer position, developers must take into account local culture and wisdom. The system that we will adopt must have the same characteristics as the society we will build. After adopting, it is necessary to do a good adaptation so that good development occurs in accordance with the real conditions of the local community. The design must also consider the community's ability to absorb technology and infrastructure in the environment.

d. Situated cognition in community training

This research shows the community how to develop their potential in both social relationships and how to utilize their communication with social media applications to increase their economic capacity shows that technology is an important situational tool that can be used to create an environment that is suitable for the technology. The use of learning in doing with existing practices in entrepreneurship education through WhatsApp groups that was converted into a marketplace was the use of situated learning that is modified in the use of social media.

[32] states that in a cognitive perspective, the unit of analysis is the individual and the knowledge that the learner acquires when performing a task, alone or with others, in a particular environment. Each individual who participates in this program has their own interests and roles to make this learning meet the characteristics of authentic learning using online learning [22]. Each member who joins this program learns and does things that suit their needs and their life. They adjust the situation and the use of technology in their own perspective. From the question and answer activities carried out there were developments in learning technology that occurred including requests for the use of other social media technologies for business.

e. Ecosystem development in digital community

Digital ecosystem is the relationship between organisms, especially humans, in a digital environment. The COVID-19 pandemic is a booster of a digital ecological transition where the digital era is almost done in everything. Understand the digital ecosystem which combines ideas or information technology and the ecosystem of the local community so that it can create a sustainability in technology and the community of payment techniques that are in accordance with community knowledge or it is necessary to learn or introduce new community technologies. Sustainable community development is related to economic ecology [35].

Digital technology provides new ways to share knowledge, and new models of production and consumption of services but their use must be viewed from all sides including the social economy. In the case of this entrepreneurship development program, whatsapp as a tool to connect humans (members) with their social environment economically helps the community to move through infrastructure limitations and complex problems. What occurred in the real social environment also occurred in the

digital social environment. As a developer, understanding of the digital environment must be beyond how to understand how to use digital applications or tools, but also understand the real social environment complex problem. Digital ecosystems give new meaning to human social relationships which by the use of digital technology can help in community development and economic capacity building.

5. CONCLUSION

Village community entrepreneurship development does not have to use complex and difficult technology which is common for the rural communities. The use of simple technology such as text and video communication on WhatsApp by utilizing social capital including the nature of helping each other in entrepreneurship in the community, buying from each other and meeting each other's needs, both sellers and buyers in one local environment, can be a capital that can be reckoned with by providing a little motivation and rules that can be done by all parties. Community development must consider the culture and potential of the community including the existing social potential and needs to be carried out using social media and other applications that can increase economic activities.

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