

## ENTREPRENEURSHIP NARRATION IN SANDIAGA UNO'S INSTAGRAM (A STUDY ON 2019 PRESIDENTIAL ELECTION CAMPAIGN)

Putri Handayani Lubis, Puspitasari

School of Strategic and Global Studies, Universitas Indonesia

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**Abstract:** Entrepreneurship often becomes an alternative profession, while in fact, being an entrepreneur is a strategic choice which is ideally based on strong determination and belief that it is able to change the quality of life. Sandiaga Uno used entrepreneurship narration during the 2019 presidential election campaign in his social media in order to influence the youth. This study aimed to explore Sandiaga Uno's entrepreneurship narration on Instagram and to identify the narration in influencing young people during the 2019 presidential election campaign. This study was categorized as qualitative research with thematic analysis. The result of the study found that Uno's campaign narration focused more on hopes. His narration of entrepreneurship focused on motivating the Millennials without explaining further about the risk of being an entrepreneur and how to fund and maintain a business. Uno utilizes his background as an entrepreneur by motivating his campaign. Uno also invited celebrities and several actors who have businesses to motivate young people to become entrepreneurs. Risk management needed in an entrepreneur because many entrepreneurs are not prepared to deal with risk so the business that was built cannot last. Likewise, there are still many entrepreneurs who cannot make the most of existing technology to develop its business because of its capacity.

**Keywords:** social media, entrepreneur, persuasive communication, 2019 presidential election, narration

### Introduction

The working world has drastically changed in recent years. They argued that rapid changes in technology and globalization have changed the traditional structure of an organization and work environment, which leads to pivotal changes in how an individual determines his/her career (Diallo, 2019). In facing the dynamics, entrepreneurship emerges as a popular choice among young people (Edelman et al., 2016).

Raymond W.Y Kao explained entrepreneurship as a process of creating novel things and innovation in order to gain an individual's welfare and value-added for the community

(Lupiyoadi, 2007). Furthermore, Zimmerer, Scarborough, and Wilson argue that an entrepreneur refers to a person who creates a new business which faces risks and uncertainties, who aims to gain profit and growth by identifying opportunities through a set of necessary resources (Winardi, 2007).

Digital transformation has turned Indonesia into one of the countries with rapid e-commerce growth. In 2018, Data from Statistics Indonesia revealed that in the last ten years, e-commerce industries grow up to seventeen percent with a total of 26.2 million business units. Furthermore, Statistics Indonesia explains that Indonesia experiences rapid growth and is expected

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\*Corresponding Author.

e-mail: putrihandayani.lubis90@gmail.com

to continue along with the growth of Micro, Small, and Medium Enterprises (MSMEs). Huge potentials of e-commerce industries in Indonesia are also influenced by young people's online shopping style.

Based on the Indonesia Millennial Report, millennials love to compare prices, features, promo programs, and quality of a product in a number of e-commerces before deciding to buy a product. It is also found that millennials are actively recommended their favorite e-commerce or online shop to their friends.

Rapid technology advancement, according to (Chenoweth, 2008), influences economic growth. A range of new companies arises, especially in the field of technology. These startup companies create various novel ideas to control the world's electronic business (Chenoweth, 2008). In Indonesia, a number of startup companies like GoJek, Traveloka, and Tokopedia have proven their success at the international level, and gain the 'Unicorn' label (Erlangga, 2015).

The government plays an important role in this startup phenomenon by helping its youth to succeed in this field. One of the government's programs known as "Gerakan nasional 1000 startup", or The National Movement for 1000 Startups is carried out by the Ministry of Communication and Informatics (1000startupdigital.id, 2016). A startup company is an organization established to find out new business models to gain huge profits (Blank, 2014). However, most startup companies fail, as reported by (Neil, 2015) 90% of startups in the world fail. Many reasons may account for the startup company's failure, such as mistakes in market research, internal conflict, insufficient fund, and poor company pattern (Noviandra, 2015; Griffith, 2014).

In the last four years, e-commerce in Indonesia grows by 500%. Recent research conduct-

ed by Google and Temasek in e-Conomy SEA 2018 report that Indonesia's digital economy worth US\$ 27 billion, or Rp.391 Trillion. That number put Indonesia in the first place of the digital economy in Southeast Asia with forty percent of the contribution. However, Indonesian products sold in e-commerce platforms are still less than 10 percent. This implies a challenge for the digital economy and e-commerce to move beyond being a market.

In order to improve competitiveness, a number of government's supports toward e-commerce development are provided in Presidential Decision no. 74 of 2017 on e-Commerce Roadmap. This roadmap aims to promote the acceleration and development of e-commerce, startup, business development, and logistics acceleration.

Google and Temasek report in e-Conomy SEA 2018 that e-commerce industry's Gross Merchandise Value (GMV) in Southeast Asia worth US\$ 23.2 billion, or equal to Rp. 336.4 trillion (assuming that USD 1 = Rp.14,500.00) in 2018. Google Indonesia's managing director, Randy Jusuf, states that the number represents a 114 percent increase compared to 2017, which was worth US\$ 10.9 billion. In Indonesia e-commerce's GMV in 2018 was US\$ 12.2 billion. Randy Jusuf predicts that the number will increase to US\$ 53 billion in 2025. Randy Jusuf states that Tokopedia, Bukalapak, Shopee, and Lazada that compete in Indonesia will serve as the most important market because Asian customers, particularly Indonesia, highly depend on online transactions (Anggraeni, 2018).

As reported in (okezone.com, 2019), in ASEAN, Indonesian youths possess the highest positive thought to build their country and open employment opportunities using technology. Young people's intention to be an entrepreneur is not only driven by huge potential income but

also values and intention to be autonomous. This is in line with Zimmerer, Scarborough, and Wilson, who state that an entrepreneur holds freedom in determining his/her own future and holds potential to play a role in community with their own business (Wedayanti & Giantari, 2016).

(Bharanti et al., 2012) argue that some factors result in an increase in unemployment for university graduates in Indonesia. The first factor concerns with graduate's competence that does not meet the working world's needs. The second factor relates to jobseeker's intention to seek safe and low-risk job. While the third factor is associated with huge number of job seekers and limited employment absorption. With regard to the second and third factors, it is necessary to take action in order to change the mindset from 'seeking a job' to 'providing a job'. This can be done if the entrepreneurial interest is positive. With positive entrepreneurial interest, entrepreneurial behavior can be realized, which in turn will absorb employment.

(Daryanto, 2013) also states some reasons why our community are more interested in entrepreneurship by starting a small business, namely: (1) Many people are involved in small business; (2) Small businesses create groups that can be very vocal and huge in numbers, which cannot be politically neglected; (3) The actors (employee, or sometimes the owner) tend to have low income and life standard; (4) Small business offers many employment opportunities; (5) Small business reduces poverty and contribute to national economic development.

Dynamics of e-commerce industries are used as an opportunity by Sandiaga Uno in the 2019 Presidential election. Uno used issues on entrepreneurship that is related to e-commerce in his campaign. Uno employs narration of entrepreneurship to influence his followers in

social media. Issues on entrepreneurship and entrepreneur emerged as the most dominant issues in Uno's campaign. Some of the campaign narration Uno used in his social media, @sandiuno, were UMKM, OKEOCE, and entrepreneurship. His social media account shows that Uno brought this issue to promote economic growth because MSMEs, in his posts, are viewed as a solution for employment.

Uno's background as an entrepreneur serves as a magnet for his constituents, particularly youths, this can be seen from comments in his Instagram account @sandiuno. Uno graduated from a Bachelor degree in Business Administration at Wichita State University, Kansas, US, in 1990. He continued his study to a postgraduate degree in Business Administration at George Washington University. As reported in nasional.kompas.com, Uno and his associates build a financial company, namely PT Saratoga Advisor. In addition, based on (Azanella & Tamtamo, 2018), Uno was a shareholder of PT Adaro Indonesia, the president of Alberta Communication, President of PT Mitra Telecommunication, and joined some international companies in Singapore and Canada.

In the field of entrepreneurship, Uno is viewed as a successful businessman and one of the richest people in Indonesia. Globe Asia put Uno as the 63th richest person in Indonesia with 245 million USD of wealth. Moreover, he also accepts a title of Entrepreneur of The Year from Enterprise ASIA in 2008 (Azanella & Tamtamo, 2018).

Social media lead to changes in the concept of campaign. These changes are indicated by shifts in political communication activities. As stated by (Budyono, 2016), traditional media are also used for campaign, however, in its development, social media like Facebook, Instagram, and Youtube are used.

In the United States, politicians before the era of social media have used internet as a medium for campaign (Chavez, 2012; Stieglitz & Dang-Xuan, 2012). In the same vein (Riaz, 2010) states that before the era of social media, one of the president candidates in Ghana uses social media for his political campaign. The presence of digital media like Facebook, Instagram, and YouTube makes political information spread rapidly and hold causal relationship (Wasesa, 2011).

For candidates, social media are useful. Some studies found that candidates who use social media to create a relationship with their followers, use it as a media to interact, or discuss, may draw young voters' interest in the issue being brought (Stieglitz & Dang-Xuan, 2012).

Therefore, the present study aims to investigate the entrepreneurship narration built by Sandiaga Uno on his Instagram during his campaign as the 2019 vice-president candidate.

## Research Method

The present study used a qualitative approach and supported by quantitative data in order to see the frequency of commenters in Sandiaga Uno's Instagram account from September 22<sup>nd</sup> 2018 until April 13<sup>rd</sup> 2019. The authors found that the highest number of followers' comments made in March and April 2019, accordingly, this study focused on this period. In this study, thematic data analysis was applied. The basis of analysis in the present study was the narration.

In this study, the narration is defined as Sandiaga Uno's Instagram posts from 18 March 18<sup>th</sup> until April 13<sup>th</sup> 2019. Considering that a study aims to gain data, the data collection technique serves as the most strategic steps in

a study (Sugiyono, 2012). In this study, the data were collected through observation. According to (Ruslan, 2006), it is done to examine or record a certain event directly, in some cases, a researcher can act as participant or observer when observing a phenomenon.

In addition to observation, a literature study and documentation were also conducted. The data in this study were documentations of Instagram posts from @sandiuono during the campaign period, from 23 September 2019 to 14 April 2019. These posts were sorted based on the number of comments. Once sorted, the unit of analysis in this study was Instagram posts from 18 March to 13 April 2019.

Thematic analysis was employed to analyze the data. This analysis refers to a step for identifying patterned themes of a phenomenon. These themes can be inductively identified and coded from the raw qualitative data (transcript, interview, biography, video recordings, and so forth), or deductively based on the existing theory or previous results of studies. (Boyatzis, 1998).

In this study, the authors applied thematic analysis, where the data are analyzed after the observation results are collected and well-organized. The data were analyzed by coding the posts. It aims to gather captions with similar meanings, allowing researchers to determine category and theme. Coding is done in order to obtain a depiction of data with regard to the themes being studied (Poerwandari, 2005).

The data were analyzed repeatedly and inductively in order to find patterns, models, themes, and theory (Prastowo, 2012). Qualitative data analysis, according to Seidel covers : (1) recording the observation result by giving codes; (2) collecting, identifying, and creating codes; (3) finding patterns and relationships more selectively (Moleong, 2009).

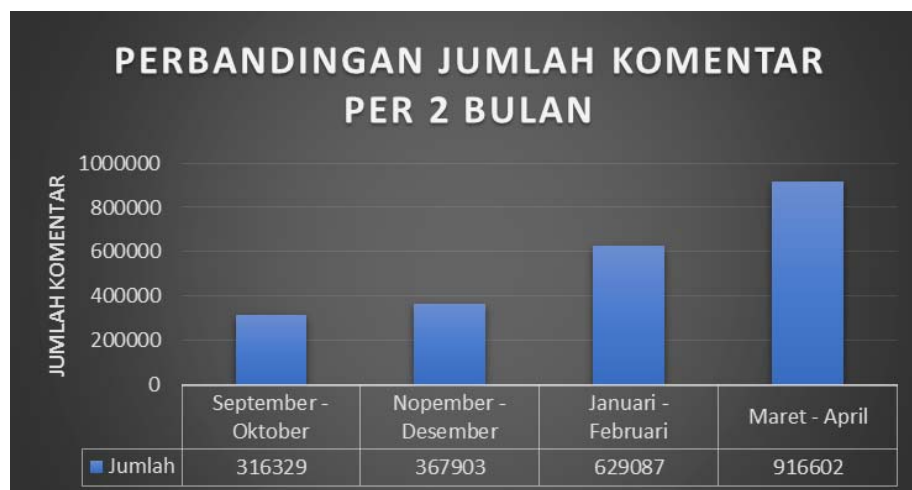


Figure 1.1 Comparison between Number of Comments per Two Months  
Source: Sandiaga Uno's Instagram Account

Once the coding was done, a thematic analysis was done. Thematic analysis refers to a concept that turns qualitative information into qualitative data that meet a researcher's need (Poerwandari, 2005). When a theme is established, the researcher creates categorization (Poerwandari, 2005).

Thematic analysis refers to a process that allows qualitative information turns into qualitative data in accordance with the researcher's needs (Poerwandari, 2005). Thematic analysis also allows a researcher to see a pattern other researchers do not see. Once the theme is found, the next stage involved categorization by making a label, definition, or description (Poerwandari, 2005).

## Result and Discussion

The observation result regarding some comments and changes in the number of comments during the 2019 Presidential election campaign period serves as the supporting data in this study. On 13 May 2019, Sandiaga Uno's Instagram account has 5.6 million followers, the

comments, from September 2018 to April 2019, show an increase as shown in Figure 1.1.

As shown in Figure 1.1, there was an increase in interaction in March and April (i.e., 916,602 comments), followed by that in January and February (i.e., 269,087 comments), November and December (367,903 comments), and September and October (316,329 comments). The authors then examine the intensity of comments in the highest period (March and April), which serves as the unit of analysis in this study. The observation result shows that in March and April, there is an increase in comments on 18 March, the increase also occurs in April, as shown in Figure 1.2.

Figure 1.2 shows that the increase occurs in 18 March 2019, it becomes the reason for author to conduct a study on Sandiaga Uno's Instagram from 18 March 2019 until 13 April 2019, which has 259 captions. The data were coded in order to classify them into categories and theme. The analysis found the following themes: (1) Creating new business, (2) Facing risks, and (3) Business Capital.

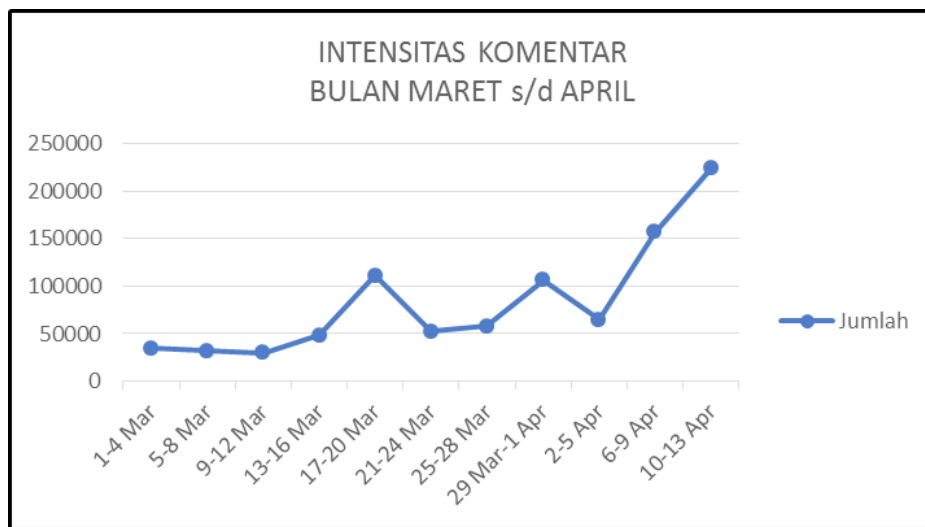


Figure 1.2 Intensity of Comments in March to April  
Source: Sandiaga Uno's Instagram Account

### Creating New Business

Entrepreneurship is one's attitude, spirit, and skill to create a new thing that is valuable for one's self and others (Subroto, 2013). Entrepreneurship represents an active, creative, empowered mental attitude to improve business revenue (Amin, 2008). (Duanmu, 2013) states that entrepreneurship refers to an attitude and spirit to always be creative and active, and attempts toward uncertainty to increase business' revenue. Entrepreneurship, as previously stated, can be defined as a combination of creativity that creates ideas, calculation of risk and opportunities, and innovation in implementing ideas into a valuable service and product.

In his campaign on Instagram, Sandiaga Uno posted his photo with young people, like his post on 10 April 2019 during YES (Young Entrepreneur Summit), he calls youth to be businessmen.

*...."I want to make other youths who dare to start a business like Teuku Wisnu and Shireen. Insya Allah with Oke OCe, I will lead the great work of this generation to*

*grow new entrepreneurs to be autonomous and success".....*

A similar narration is also made on 9 April 2019.

*..."We want to make sure that Indonesian youths can be the players in their own country, and no longer become a customer and market target of foreign products"...*

Sandiaga Uno's narration can also be seen from his post on 25 March 2019.

*..." With Prabowo-Sandi, we will tirelessly promote tourism in each region by prioritizing traditional values, which can be a magnet for visitors. We will also empower the community to manage their regions, and innovate to create new business opportunities to open employment opportunities"...*

Similar narration was also posted on 26 March 2019.

*...With Prabowo-Sandi, we will promote young generations to continue creating innovation, taking advantages of the fourth*



*industrial revolution, and taking role in dealing with demographic bonus in the next 10-15 years.”*

Narrations about innovation built by @sandiuno promote entrepreneurs to create innovation for their businesses. However, how to do and where to start an innovation are not explained by Uno in his media social account. He also did not explain about what should be prepared to start innovation.

For an entrepreneur, the function of innovation is to change the market and the existing 'rule of the game'. Entrepreneurs who can create new products will benefit the market, providing customers with more choices. Creating innovative products brings a positive effect on the economy. Entrepreneurs possess special skills to innovate. In other words, they create an innovation by understanding what the market or community needs. According to Drucker, some factors that promote innovation are: (1) unexpected success or failures; (2) gap between reality and assumption; (3) needs of certain process; (4) changes in structure of industry or market; (5) demographic changes; (6) changes in perception; (7) new scientific or non-scientific knowledge (Lupiyoadi, 2007).

An entrepreneur should be aware and understand sources of innovation opportunity and uses it to create a novel innovation. The importance of innovation is also closely associated with time changes, which start to shift to the digital era.

### Facing Risks

Entrepreneurship activities and risks are inseparable. Entrepreneurship activities always face risks. These risks do not only deal with financial issues, sometimes they come from sig-

nificant others or family. An entrepreneur dares to take risks by expecting benefits, such as power and prestige (Lupiyoadi, 2007).

Sandiaga Uno's narration of entrepreneurship does not explain about risks. Meanwhile, in order to be an entrepreneur, besides risk-taking, he/she should also be able to survive the market competitions (Lupiyoadi, 2007). The development of entrepreneurship involves two stages (Zimmerer, 2005), namely the start-up and growth stages. The startup stage aims to gain harmony between main purposes and plans or to create ideas for the market. This stage is characterized by (1) Focus on future than on the present, and directing the business for long-term purposes; (2) moderate risk-takers with high tolerance to changes and failures; (3) Capacity to discover innovative ideas that satisfy customers; and (4), technical knowledge and field-specific experiences (Zimmerer, 2005).

The next stage is the growth stage, this stage aims to modestly and efficiently grow with orientation to profit and direct plans to achieve it. This stage is characterized by (1) Capacity to grow rapidly, the organization's purity and calculation skills; (2) managerial knowledge and experience of using available resources (Zimmerer, 2005). (Lupiyoadi, 2007), explains that almost 80% of startup companies in Indonesia fail in their first year. It supports Wirasasmita (1998) who found that the failure rate of small businesses in Indonesia reaches 78%. This condition proves that the failure rate for new businesses is high. (Timmons, 2003) explains that a new business is started by the presence of huge opportunities, yet is not followed by adequate resources (financial) and management, which leads to inequality and greater risks of uncertainty. Besides, according to Supangkat and Purwanto (2008), three issues often found during start-up stage are:

1. Failure in driven ideas, which occurs because there is no potential market to absorb the offered business idea.
2. Management skills, many businesses fail to survive due to the actor's lack of ability to execute his/her business plan, most of them even do not have planning ability.
3. Access to capita, many businesses fail due to inability to take advantage of their capital, or fail in collecting adequate capital during crisis.

When an entrepreneur fails to pass a critical period, their business potentially fails to survive. According to (Zimmerer, 2005), an individual withdraws entrepreneurship due to some factors, namely:

1. Uncertain sources of revenue, There is no guarantee to gain stable income, meaning that a business can suffer loss or gain profit any time. Uncertain conditions can make an individual withdraw from entrepreneurship activities.
2. Loss of investment capital. Failure in investment can make an individual withdraw entrepreneurship activities.
3. Time-consuming An entrepreneur usually acts as a 'single fighter' from purchasing, managing, selling, until bookkeeping activities. Time-consuming effort in entrepreneurship often makes an individual withdraw. It occurs because an entrepreneur does not get to use to face challenges.
4. Low life standard despite good business. Life quality that does not improve after being an entrepreneur also makes an individual withdraw.

Risk factors significantly affect a business' life, unfortunately, @sandiuno's entrepreneur narration did not speak about this point when promoting entrepreneurship.

## Business Capital

Capital refers to money used for trading to generate income to increase wealth (Nugraha, 2011) In this case, capital can be interpreted as a sum of money used to operate business activities. According to (Nugraha, 2011), indicators of business capital are (1) capital structure, consisting of own capital and borrowed capital; (2) Use of additional capital; (3) Hindrance in accessing external capital; (4) Business' conditions after adding capital.

In its development, MSME still faces internal, structural problems, such as relatively weak self-financing, or problems in accessing sources of capital, which often faces collateral-related problems (Rapih, 2015). MSME still finds it difficult to obtain credit facilities due to complex regulations, leading to dilemmas for debtors and banks as the creditor (Kamio, 2003). Besides, MSME also finds it difficult to access funding from both bank or non-bank financial institutions. It is difficult for the majority of MSMEs to meet the Banking system's requirement relating to loans. Own capital can come from personal money or saving, or reserves, while borrowed capital refers to that obtained from external parties (Riyanto, 1997). Borrowed capital possesses advantages from its unlimited, and huge amount of availability (Kasmir, 2013). (Kasmir, 2013) also states that borrowed capital, as one of the sources of funding, refers to the provision of a sum of money based on an agreement between creditors and other parties, which oblige the borrowing parties to return the fund in a certain period of time in a profit-sharing system.

Capital is one of the factors that should present before performing any business activity is, its size may affect the business' development (Riyanto, 2001). Capital does not only deal with



money, according to (Riyanto, 2001), in addition to money, an individual needs courage, experience, knowledge, networks to start a business. However, most people face problems due to difficulties in obtaining money for their capital. Sandiaga Uno posted about capital in his social media account during the campaign. The posts related to business capital were as follows.

*....." This millennials' energy should be well-managed. The government should present. Real opportunities must present until the lowest layer of the community. Access to capital should be enjoyed by any party, both big parties and small and micro parties. Legal certainty must be enforced to create sense of safety for entrepreneurs. We cannot maintain youths with only one-sided claims when success is attained. The government should present in the middle of their effort to gain success."*

*....."Through our OK OCE employment opportunity creation movement, we will help these small entrepreneurs with training, business accompaniment, permit, marketing, even access to capital for the community's economic improvement and wider employment opportunities"*

*....With OK OCE, our target is to create 2 million employment opportunities. We will drive people's economy by providing ease for all people such as training, permit, even access to capital.*

*...."With OK OCE, training, accompaniment, marketing, and even accesses to capital are provided. I and Mr. @prabowo committed to strive together with fishers and farmers in Indonesia in order to provide them with welfare."*

Uno's explanation about access to capital does not describe how an MSME gain accesses to capital, How to optimize capital to minimize

risks, or how to acquire networks to obtain access to capital.

Capital should be well-managed. MSMEs should pay more attention to business financial management to have an efficient financial allocation, which allows them to access sources of capital more easily from the bank and non-bank institutions (Sudiarta, 2014). In addition, (Rapih, 2015) argues that having better knowledge and skills related to financial aspects may lead to better financial management skills, thus increasing MSMEs' ability to access financial institutions. Accordingly, it is recommended to develop human resources' quality of MSMEs through training.

This fact is in line with previous studies conducted by (Rapih, 2015), the study found that MSMEs with better networks possess better financial management skills and possess wider opportunities to access fundings from various financial institutions. In addition, based on (Sengupta, 2011) study, information networks developed by entrepreneurs (including MSMEs) play an important role in accessing sources of funding. In this case, the information network refers to exchanges of information among entrepreneurs within a field of industry (social capital).

Uno's campaign narration focused more on hopes. Entrepreneurship narration he built focused to motivate millennials to be an entrepreneur without explaining the risks. The campaign also did not explain how to maintain and develop the business and how to access sources of capital.

Uno utilizes his background as an entrepreneur by motivating his campaign. Uno also invited celebrities and several Actors who have businesses to motivate young people to become entrepreneurs. Risk management needed in an entrepreneur because many entrepreneurs are

not prepared to deal with risk so the business that was built cannot last. Likewise, there are still many entrepreneurs who cannot make the most of existing technology to develop its business because of its capacity.

Entrepreneurs must be innovative in developing their business. the number of business actors must be able to provide unique product. Innovative entrepreneurs, who bring something novel and unique into the market, in line with (Schumpeter, 1934) theorizing, appear to operate more frequently when there are healthy institutions and efficiently functioning markets.

The Digital era does not necessarily mean all MSMEs use technology. The narration should

also be focused on entrepreneurs who do not use technology so that they can compete in this digital era.

Uno's narration has not represented the meaning of entrepreneurship depicted by Steade, stating that an entrepreneur should possess the following attitudes: (1) determining the goal and achieve it, (2) influencing others to help him/her to achieve the goal, (3) Achieving the goal gradually despite difficulties occur, (4) dare to take a calculated risk using innovative approaches, (5) understand the relationship among choices in achieving goals (Lupiyoadi, 2007).

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