

STRATEGY TO ENHANCE SOCIAL ENTREPRENEURSHIP THROUGH THE USE OF NEW MEDIA WITHIN MALAYSIA GLOBAL INNOVATION AND CREATIVE CENTRE (MaGIC)

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Abstract: *This study is being conducted to determine a strategy for enhancing social entrepreneurship within Magic by digital media. The aim of this study was to determine the relationship between the use of social media and the growth of social entrepreneurship through qualitative analysis. The information for this study was gathered from entrepreneurs who were selected to meet the criteria. Two entrepreneurs have been chosen to collect data for the research. Data is collected through an interviewing process that is focused on questions that have been created in accordance with the study purpose and research query. The findings shows that both informants stated that social media is very significant in developing social entrepreneurship. The findings also show that social entrepreneurship and improving living standards are related. This research's contribution is that it provides entrepreneurs with a brilliant idea for expanding their business using social media and considers solutions to problems relevant to social entrepreneurship.*

Keywords: *Social Entrepreneurship, New Media, Social Media, Social Enterprise*

Introduction

The use of media in companies is not a new issue, as it has been used in businesses in the past, but it was not the primary means of promotion or strategies for creating a reputation at the time. This is because they are still afraid to think outside the box and try something new and different, preferring instead to stick to the same marketing methods that are no longer applicable. Entrepreneurial activities nowadays play with the media to get coverage of their ongoing activities and whereabouts, and this involves entrepreneurs who are based in non-profit organisations or private organisations, and these types of entrepreneurs are referred to as social entrepreneurs. Social entrepreneurship can be described as an activity or a job whose primary goal is to meet a community's social needs (Austin, Stevenson & Wei-Skillern, 2006). Social entrepreneurship is a form of business that is more concerned with providing social benefits to communities and meeting national needs than with making a profit. With activities focusing on the vulnerable and citizens from excluded countries, social entrepreneurship activities have helped to change countless lives and social conditions around the world. (Alvord, Brown & Letts, 2002).

Social entrepreneurship plays a critical role in meeting national needs and contributing to the well-being of society and the development of the economy. These non-profit organizations have their own agenda and mission to invoke the spirit of sympathy and generosity in the life of citizens so that even though an individual is not capable of doing big things such as donating funds and helping the society on a much larger scale, but they can do it based on their ability and raise their awareness towards the surrounding environment. Although some social enterprise has made its own mark and is very well known across the region but there are other smaller social enterprises that seem to be having difficulties making the way of obtaining recognition of the society and having hardship raising funds and contributing in their respective manners.

Research Problem

The role of new media generally and social media specifically must be utilized efficiently to spread awareness and build up the image of these newly social enterprises not only in the mind of the older generation but also in the heart of the younger generations so that the young and the old can give support towards the sustainability of social enterprises. Social enterprise activities exist in space where public, private and voluntary overlap (Perrini & Vurro, 2006). Awareness among the society is the most important key element that social entrepreneurship can obtain because without awareness the goals and the primary objective can be hardly achieved and can cause the destruction of the organization. Even though the government helps spread words about these social enterprises and give information to the society through old media such as newspaper and television but the affectivity of it is not enough because the society nowadays tends to use new media as their medium to gain vital information and news about events and occurrences that are happening therefore new measures have to be taken into consideration. Lack of information about social enterprises through new media are the cause of their presence in the society are not being seen and the contribution of social enterprises are not spread out in new media as for the lack of attention and coverage that are given to social enterprises. Awareness in the aspects of new media and awareness in the mind of the virtual community is as or more important than the awareness in the aspect of the real world.

Obstacles and barriers also exist for social enterprises and social entrepreneurs to tackle in order to accomplish their goals and missions. The challenges are bringing social enterprises up to a whole new dimension of entrepreneurship based on new media and the virtual community. The

development of social entrepreneurship within social media are grinding to a halt. This is due to obstacles that must be solved and if eyes were not to see and mouths were not to speak the obstacles will remain unsolved and social enterprise will never achieve the development that is suitable and make social enterprise more sustainable. The challenges that social entrepreneurship faces in raising awareness among social media users must be identified, as the rise of digital media and the visibility of new ideas and materials has brought with it more issues, and the likelihood of one issue impacting others is higher than normal.

As a consequence, in order to raise awareness of social entrepreneurship among netizens, this study explores the strategy of improving social entrepreneurship through the use of digital media. Aside from that, the extent to which digital media can play a role in social entrepreneurship, as well as the barriers to the growth of social entrepreneurship among social media users, will be identified.

Literature Review

This section reviews the definition of social enterprise, review on the role of Malaysia Global Innovation and Creative Centre (MaGIC), social entrepreneurship in Malaysia and new media and entrepreneurship.

Definition of Social Enterprise

Despite the lack of a consistent definition and a unified meaning for social entrepreneurship, researchers believe that the 'problem-solving aspect' of social entrepreneurship is important (Johnson, 2000).

According to Ashoka, (2012), social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. Social problems that are being faced by the community are always the key point towards finding the solutions of the problems where demand for the answer for the problems rises and action needed to be taken in order to solve the issue. Meanwhile, few scholars indicate that social entrepreneurship refers to organization whose purpose is to connect social mission and entrepreneurial action (Boschee, 2001; Oster et al., 2004; Tracey and Philips, 2007). This means that the purpose of social entrepreneurship is to solve or relieve social problems and that their activities are mainly financed through entrepreneurial actions on the market (Philips, 2006; Pearce, 2003).

"The term social entrepreneurship is used to refer to the rapidly growing number of organization that create models for an efficiently catering to basic human needs that existing market and institutions have failed to satisfy" (Seelos & Mair, 2005). Dacanay (2005) further defined social entrepreneurship as the promotion and development of wealth-generating firms or organisations with the goal of improving society. Social enterprise also defined by Yunus (2009) as "a social business is a subset of idea of social entrepreneur, basically an enterprise that uses free market principles to address a pressing social problem such as poverty, homelessness, or the needs of under-privileged children. It must be profitable and sustainable, but instead of profit going back into pocket of stockholder, it is reinvested into the business.

Malaysia Global Innovation and Creative Centre (MaGIC)

Malaysia Global Innovation and Creative Centre (MaGIC), is Malaysia's very own social enterprise that has dominated the industry since its upcoming in 2014. MaGIC is being announced its establishment in 2013 during the Global Entrepreneurship Summit in Kuala

Lumpur and it was officially launched in April 2014 by the United States president Barack Obama and the 6th Prime Minister of Malaysia. MaGIC has been the main role in aspiring young and new social entrepreneurs in developing and enrolling in the industry. The mission of MaGIC is to build a sustainable entrepreneurship ecosystem and to motivate creativity and innovation in order to give impact on the nation in long term standards. MaGIC is created to become the driving force towards the development of social enterprise industry in the nation (Abdul Kadir & Sarif, 2015).

Social Entrepreneurship in Malaysia

Even though the practise of imparting social values to the community has been around for years, the concept of social entrepreneurship was hardly discussed in Malaysia a decade ago. Only in the last few years has the concept of social entrepreneurship exploded in popularity, attracting not only social entrepreneurs, but also academics and policymakers. The Amanah Ikhtiar Malaysia (AIM), Tabung Ekonomi Kumpulan Usaha Niaga (TEKUN) (Abdullah,2012), and fee-for-service private Islamic schools, for example, were among the efforts that combined the concepts of entrepreneurship and social development, and were established years before the term "social entrepreneurship" was coined in Malaysia (Abdul Kadir & Sarif, 2015).

The Malaysian Social Enterprise Blueprint that was launched in year 2015, is a strategic blueprint that are design to further accelerate the development of the sector, an estimation of 100 social enterprise that operates in this country and are focussing on poverty, education and environmental sustainability and each social enterprise id being divided according to each respective region and are manage by communities of their own. However, despite social enterprise is still in the early stage of development the support that has been given towards social enterprise is increasing and many programs have been done to awaken the inner entrepreneurship among the community. The Malaysian Global Innovation and Creativity Centre (MaGIC) has been launched by the Malaysian Government and since the establishment of the agency it has shown an increase in the number of social enterprise agencies that gives support towards the development of the sector in Malaysia such as MyHarapan, IM4U, Impact Hub, Tandemic and Social Enterprise Alliance that conduct activities in an on-going pursuit to raise awareness of social enterprise and gives support to the community.

(Abdul Kadir & Sarif, 2015). According to studies conducted by the Global Entrepreneurship Monitor in 2013, it has shown that the comparison between workers in Malaysia who works in any social enterprise is below than 1% compared to China which has a percentage estimated about 1.5%. This clearly indicate that more promotional activities need to be done in an effort in making a sustainable economy.

New Media and Entrepreneurship

New media includes any content that is shared in or gave out from any devices throughthe usage of the internet. New media also includes interaction platform such as such as Facebook, Twitter and Instagram that act as a virtual online community that is based on peoplethat shared the same interest (Kuss & Griffiths, 2017). While new media is on the uprising, entrepreneur whether in any small and medium enterprise (SMEs) or large corporation sees theopportunity of enabling them to further develop the enterprise in a much more sustainable andeffective strategies and thus create the term Media Entrepreneur. Media Entrepreneurship is relatively new term that is created based on the use of new media or any sorts of digital mediain a two-way communication

between the business owners and the customers. According to Khajeheian, 2017, media entrepreneurship can be defined as taking the risk to exploit opportunities by the innovative use of resources with a view to transform an idea into activities to offer value in a media form that meets the specific portion of market either in an individual effort or by the creation of new venture or the entrepreneurial managing of an existing organizational entity to earn benefits.

Reserch Design

A semi structured interview is being used in this study to gather data or knowledge from the chosen informant. The semi structured interview was chosen because it is not limited to one type of question for each informant and can be customised to the situation and informant. Since the interview is focused on questions provided to the informants, the opinion expressed outside of the context of the question is still considered a valuable piece of knowledge to be gathered as it is from the original premise. Opinion-based questions were used to gather the necessary data since they allowed the informants to express their own thoughts on the research subject. This liberation can lead to out-of-the-box thinking and unexpected responses that can be used as data.

This research is being conducted in the Malaysia Global Innovation & Creative Centre (MaGIC) which is located at Persiaran APEC, Cyberjaya, Selangor, Malaysia. This organization is a non-profit based organization that conduct programs and events that is based on the entrepreneurship industries in Malaysia. MaGIC is chosen as a resource in this research because MaGIC is based on social entrepreneurship that this research is based on and MaGIC also provide with the needed entrepreneur that soon will be selected in conducting an in depth interview to gain the required information to further the development of this research

Analysis and Discussion

The research question has been constructed with a specific objective to achieve. Three objectives have been set up which is (1) To raise the awareness of social entrepreneurship among the netizen, (2) To identify how far the role of new media can be played in social entrepreneurship, and (3) To figure out the obstacles that prevent the development of social entrepreneurship within the user of social media.

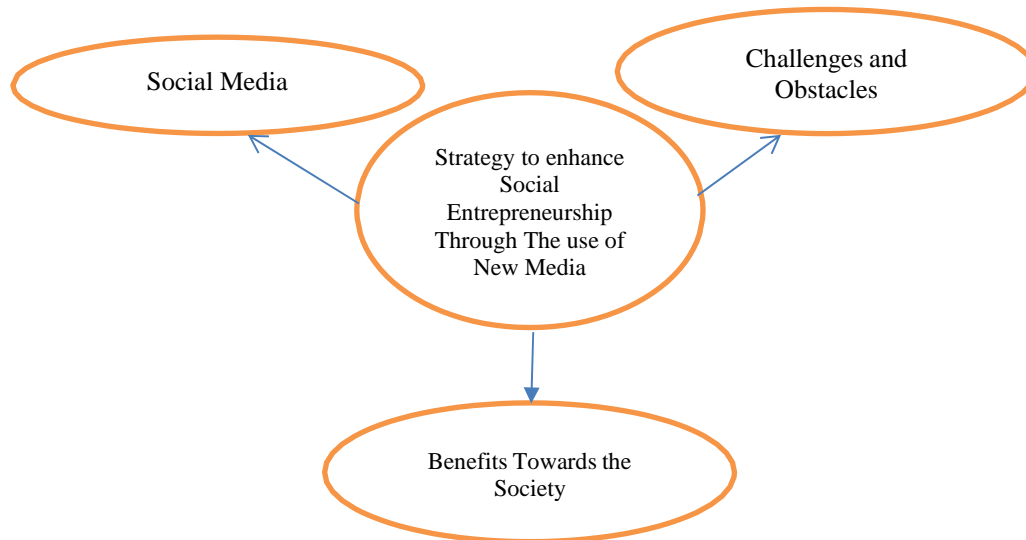
Type of Business and Social Entrepreneurship Activities.

The research is conducted with two informants that have been chosen that meets the requirement that has been listed and these two informants have their own business and the type of social entrepreneurial activities respectively. The first informant is known as Abang Joe or his real name is Johari Bin Salleh. He started a barbershop business in Langkawi, Kedah, which he has been running for more than 5 years. In fact, as of 2019, he has been in this business for 6 years. He was a social entrepreneur since he not only owned a barbershop but also organised social events. The informant started involving in this social entrepreneurship when he involved himself with Magic and gain funds to build his entrepreneurship from My Harapan.

Mr Farid Suwardi Bin Yusof was selected as the second informant. He has been running Yuhaso Carwash, a car detailing service in Parit Buntar, Perak, for more than ten years. The informant often engages in social entrepreneurial practises, indicating that he or she is a social entrepreneur. The informant started the business using his own money without any funds or donation from other organization. The informant was well educated and opened the business after retiring from the government. The informant starts involving in the social

entrepreneurship when joining MaGIC and My Harapan and been receiving and incentive by MARA to further develop the business and since joining it the informant has been focussing on helping the needy such as disable people and orphan with his business.

Themes and Sub-themes of Research



Themes and Similarities Between Informants

Themes	Informant 1	Informant 2
Promote to usesocial media (Facebook and WhatApps)	Using social media (Facebook)to brand a company to raise awareness and draw interest from the younger generation.	I used social media to promote my company (Facebook, WhatApps). TheInstagram framework was used to compile a customer database.
Helping otherthrough socialmedia	Recruit unemployed or low- income people and motivate them to start a business by giving them assistance.	Through my company, I assist manyschool dropouts, homeless, disabled,and orphans.
Malaysian Global Innovation and Creative Centre (MaGIC)	After becoming involved with My Harapan, I became involvedwith MaGIC.	In terms of financial aid, MaGIC supports us. Financial assistance is provided without charge if certain criteria are met. The advantages of working with MaGIC are that they challenge us and help entrepreneurslearn how to run their businesses, provide instruction, and understand recent market demand.

Discussion On Research Findings

The aim of the study is to determine a strategy for enhancing social entrepreneurship using digital media, with an emphasis on informants who have worked with MaGIC. This research is focused on three study goals, which are as follows:

1. To raise the awareness of social entrepreneurship among the netizens
2. To identify how far the role of new media can be played in social entrepreneurship
3. To figure out the obstacles that prevent the development of social entrepreneurship within the user of social media

The research has addressed all the research objectives that were construct. The first goal of this study is to raise awareness of social entrepreneurship among internet users and based on the analysis and interviews with two of the informants, it appears that social entrepreneurship has been attracting other people, especially the younger generation, to learn more about it and participate in it. According to the source, this is accomplished by social media advertisements and promotion, as well as charity and social programmes provided by the organisation. By doing so, the younger generation, who are well-versed in social media, would be able to take advantage of the opportunity.

The second objective in this research is to identify how far the role of new media can be played in social entrepreneurship. The results of the study indicate that social media plays an important role in the growth of social entrepreneurship and is one of the most important factors in increasing the viability and prestige of these organisations. According to the informants, the use of social media is now one of the most critical factors in promoting and disseminating information about the company and the products they sell. Since people prefer to use social media as a search engine and a way to communicate with others, the results suggest that the informants use social media rather than conventional media to promote.

The third objective of this research is to figure out the challenges and obstacles that prevent the development of social entrepreneurship within the user of social media. The results based on these objectives show that one of the most apparent barriers to becoming an entrepreneur and developing social entrepreneurship is other people's mentality or perceptions, especially among the older generation. People's mindsets and inability to put in effort to better their living conditions make it difficult for entrepreneurs to aid and guidance. Furthermore, the hostility of certain people on social media is becoming an impediment to the development of social entrepreneurship.

Conclusion

The research finding is very significant in helping to understand social media as the medium of enhancing and developing social entrepreneurship and also the way to use and to maximize the potential of social media in one's organization. The informant that has been interviewed both uses social media as a promoting tool due to its cost efficiency reliability and both has proved by using social media the income and the development of their organization can be greatly increase. New media and social media have becoming a global trend that almost everybody uses it daily and promoting trough is one way of getting wide coverage in a short amount of time.

Other than social media alone, the research finding also tells that charity-based programme and social activities together with the use of social media can achieve great result and spread awareness in a much larger scale. Posting, sharing and likes on social media is the way to attract people in becoming an entrepreneur not only as an ordinary entrepreneur but becoming a social entrepreneur which benefits to the community. The main objectives of social entrepreneurship according to the informant is to help people in raising their living standards and to create other social entrepreneurs and change the perception of people towards social entrepreneurship.

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