

Sosia Media as Media Entrepreneur in the Information Sector (Infopreneur)

Haria Saputry Wahyuni¹

Widyatama University

haria.saputry@widyatama.ac.id

Resti Dwi Sri³

Widyatama University

Resti.dewi@widyatama.ac.id

Zayyin Abdul Quddus²

Padjadjaran University

zayyin17001@mail.unpad.ac.id

Corresponding author: Widyatama University Email: haria.saputry@widyatama.ac.id

Abstract

Social media can play a role in various aspects, one of which is the economic aspect, one of the characteristics of social media is the existence of information transactions, hence the term "Infopreneur". The study in this article aims to examine the perspective of social media as a medium in developing entrepreneurship in the information field "Infopreneurship". From the results of the discussion carried out, it can be concluded that social media can be a promotional media in the field of information, especially those involved in the field of information entrepreneurship or "infopreneurs". Social media which is still related to the development of the development of a technology cannot be separated from human views as Utopia, dystopian and technorealism.

Keywords

Infopreneur ship, Social-Media, Information Literacy

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Introduction

There are so many types of social media that exist in today's digital era. Media exposure has touched various circles, both the old ones or those who are often called the old generation or those who are often labeled by today's children as kids nowadays. This social media has various functions as well. Like ask.fm, it is a medium used by the public to find out about other people by asking directly without knowing who is asking. Of course, the existence of social media is a means of supporting people to communicate with many people. Seen at this time to communicate with the crowd is not hindered by space and time. With social media things have changed a lot.

Social media can play a role in various aspects, one of which is the economic aspect, one of the characteristics of social media is the existence of information transactions, hence the term "Infopreneur". Experts have found opportunities to explain the value of information through developing information skills and entering various fields of work, such as knowledge management, but it seems that by entering the field of entrepreneurship using infopreneurship and its institutionalization in the business sector, experts can get better results. Infopreneurship is produced through a combination of two words, namely "entrepreneurship" and "information" (Bayat, Babalhavaeji, Hariri, & Isfandyari-Moghaddam, 2019). This word was invented by Weitzen (1989) and has been registered with the American Patent and Commercial Rights section. Weitzen (1989) defines an infopreneur as a person who collects and organizes information and disseminates it through business information or services that have more value.

With the existence of social media, will the development of entrepreneurship in the field of information increase or will it have no impact on the business world in the current era of industry 5.0. This is the first point of the problem in the study that we will discuss in this study. The study in this article aims to examine the perspective of social media as a medium in developing entrepreneurship in the information field "Infopreneurship".

Methodology

The method used in this scientific study is descriptive analysis, more specifically the study of literature. In this case the literature review is an important tool for context review because it will be useful in helping the writing that is being done. Other things will also help the researcher to express his opinion explicitly and the reader to know why what the writer is researching really needs to be researched. Both within the scope of the research subject with the scope of other relevant research (Silverman, 2020).

Research with literature study is to take data sources from the library, read, record, and process the data into research material.

Discussion

Nasrullah (2017) states that social media is a media platform that is given to users to carry out an activity and collaborate for the purpose of finding information. In other words, social media is a facilitator who strengthens the relationship between users as well as for social activities.

Nasrullah (2017) define the word social media as a convergence between personal communication in the sense of sharing between individuals (to be share one-to-one) and public media to share with anyone without any individual specificity.

The type of social media is not much different from cyber media (digital) because social media is part of cyber media. However, according to Nasrullah (2017) social media has a special character, namely:

1. Network (Network) is the connection between computers and other hardware consisting of network infrastructure. The connection between these networks is a connection of information transfer with a connected computer communication system.
2. Information Information is important in social media because social media users create images of their identities, produce content, and interact based on information.
3. Archives For social media users, archives are things that explain that information has been stored and predisposed to be accessed anytime and through any device.

4. Interactivity Social-media forms a network between users that does not just expand friendships or followers (adherent), but must be built with interactions between these users.
5. Social Simulation (reenactment of society) Social-media has the character of being a medium for society (society) in the virtual world. Social media has a uniqueness and pattern that in many cases is different and is not found in a genuine society.
6. Content by users (client created content) On social media the content is wholly owned and based on contributions from users or account owners. UGC is a symbiotic relationship in a new media culture that provides opportunities and flexibility for users to participate. This is different from the old (traditional) media where the audience is limited to being a passive object or target in the distribution of messages.

The right theory in the discussion of online media and infopreneurs is the communication privacy management theory developed by [Petronio and Altman \(2002\)](#). He stated that CPM is a practical theory designed to explain everyday issues. When we meet a wide variety of people every day we are involved in a complex negotiation between privacy and openness. Deciding what to disclose and what to keep secret is not a decision that can be taken immediately, but a balancing act that takes place continuously.

Communication privacy management theory is rooted in assumptions about how an individual thinks and communicates as well as assumptions about human nature. Communication privacy management theory adheres to regulatory aspects and systems metatheory. Given this metatheoretical basis, the theory makes three assumptions about human nature:

1. Humans are decision makers.
2. Humans are rule-makers and rule-followers.
3. Human choices and regulations are based on consideration of others as well as self-concept.

The reality that exists in the virtual world is a complex, dynamic, changing reality, and is built on the basis of actans (technology users). If you look at its existence and reality in the audience, technology can be placed in three different concepts. This concept provides a kind of simple picture of how humans view technology as meaningful in life. The concept, namely: first, idealistic. Idealistic comes from the Greek which is an amalgamation of individualized organization "ou" which means not "topos" which means place. And this individualized organization refers to something that is ideal without any boundaries or situations/places that are dreamed of/ideal, such as flood or equality for all people. Perfect world accepts the existence and determination of communication technology which has a great effect not only on the way of communicating, but also on social, political and economic culture ([Nasrullah, 2017](#)).

The second, dystopian. This concept explains how communication technology should be viewed with great care. This cultural criticism that arises against the advancement of communication technology will result in the emergence of socio-political alienation to obscure the power of reality itself. This perspective states that the relationship between citizens and government is far more meaningful directly or face to face than facilitated by new media, such as the web. . Technology is not a specific set of human activities, but rather as a source to be controlled and managed or just a phenomenon of an experience ([Nasrullah, 2017](#)).

Third, technorealism. This concept gives rise to a more realistic view of technological progress and its impact on humans. It is undeniable that the web has an influence on various aspects of society. This view of technorealism is popularized by many journalists, academics, and technology practitioners who view in a balanced and subjective manner the potentials of importance of web effects. Two important principles of technorealism, "advancements are not neutral" and "the web is progressive, but not Utopian" ([Nasrullah, 2017](#)).

As citizens who consume the use of technology, it is expected that the community has knowledge about the media. Users must have literacy in the media used. [Valtonen, Tedre, Mäkitalo, and Vartiainen \(2019\)](#) defines media literacy as the ability to communicate skills in all media, print and electronic, such as to access, research and evaluate the images, individual structures and sounds that make up today's mass media culture. If the user already has knowledge about the media used, the bullying case will not occur. If it is associated with marketing science, advertising according to The American Marketing Association, is defined as an announcement or persuasive message at a time or space using the mass media of business institutions, non-profit organizations, governments, as well as individuals using the intent to inform & or persuade audiences about goods, services , organizations, or new perspectives become the target audience for marketing

or audiences. According to Nasrullah (2017), the presence of the internet provides a new virtual environment for marketing practices. There are three practices that can be seen from the emergence of social media towards traditional marketing practices; namely: (1) Types of media used (2) Advertising as paid communication (3) One-way communication in advertising. Advertising in the field of information by people who are involved in entrepreneurship in the field of information can use social media as a medium for advertising, because marketing in the virtual world is very much different from the real world for now. Social media such as Facebook, Twitter, and LinkedIn are no exception. Content-rich social media can be a selling point for information marketers to grow any for-profit business.

Conclusion

From the results of the discussion carried out, it can be concluded that social media can be a promotional media in the field of information, especially those involved in the field of information entrepreneurship or "infopreneurs". Social media which is still related to the development of the development of a technology cannot be separated from human views as Utopia, dystopian and technorealism. There are several shortcomings in the development of "infopreneurship" including the absence of a clear shade from the government, so there needs to be clear regulations regarding this profession, so that it can be directed and measured. In addition, the development of various educational institutions in the development of scientific discussions regarding information science, especially in the field of entrepreneurship.

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