

3.7 Case Study of Indonesia¹

3.7.1 Profile of a Woman Entrepreneur



Angkie Yudistia, born in Medan, was able to pursue her dreams without stopping even in the midst of being ‘special’ since childhood. Ms. Yudistia lost her hearing in her childhood, a disability often seen in children as hearing impairment.

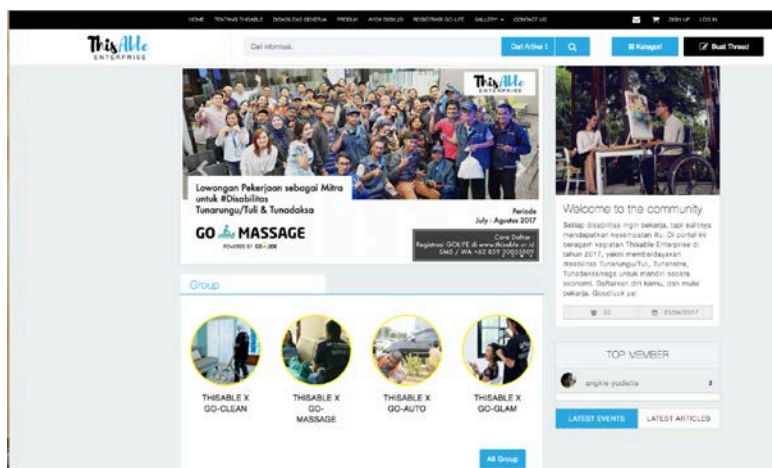
While working for her bachelor’s degree in Mass Communication and for her Master’s degree in Marketing Communications in the London School of Public Relations, Jakarta, Ms. Yudistia was able to achieve numerous honoraries for her confidence and enthusiasm to try new possibilities - such as being a finalist in the Abang Nene Jakarta Barat 2008, and received the title ‘Miss Congeniality’ from Natur-e in the same year. She had won the Most Fearless Female of 2008 from Cosmopolitan magazine, and when interviewed about it, she answered that her confidence in dealing with her flaws had made her the winner of the competition.

Participating in contests was not enough. Ms. Yudistia built a business solely intended for the disabled called Thisable Enterprise at the age of only 25, and became the founder and CEO of her company. In 2011, Ms. Yudistia published a book called 'Invaluable Experience to Pursue Dream'. Through her book, she explained that she wanted to motivate the disabled to rise and fight their disability and flaws, and let no one tell them otherwise not to. She was inspired by the late Ibu Kartini in publishing her work. Now Angkie Yudistia is involved in a variety of social charities around the state, and she even has her own personal website: www.angkieyudistia.com.

¹ This case study was conducted by Olivia Deliani Hutagaol, Head of Corporate Reputation Department, The London School of Public Relations- Jakarta, Indonesia.

Thisable Enterprise is a social enterprise that started in 2011 and it has a mission to empower Indonesian economic disability in the world of labor. Thisable Enterprise is a social business in the field of Corporate Social Responsibility that is particularly relevant to Indonesia policy's objective. A disability is a condition or function judged to be significantly impaired relative to the usual standard of an individual or a group. The term is used to refer to individual functioning, including physical impairment, sensory impairment, cognitive impairment, intellectual impairment, mental illness, and various types of chronic disease. Angkie Yudistia, a Medan born woman, is able to pursue her dreams without stopping even in the midst of being 'special' since childhood. Growing up, Ms. Yudistia has tunarunggu disease, a disability often seen in children as hearing impairment.

3.7.2 Profile of a Company



Thisable Enterprise is a social enterprise with a vision to empower and to enlighten the disabled in Indonesia. Built in 2011, Thisable Enterprise has several integrated services, from Corporate Social Responsibility, Learning Center, Micro Enterprise, Employment Service, and Marketing Communication Activation. Corporate Responsibility is one form of social activity that is done regularly to build awareness of the disability. Learning Center has created educational programs for PWD's to advance their knowledge and skill to take part in the working world. They will receive on integrated education program with the help of professionals while being assisted by aid workers from the non-PWD's volunteers to ensure effective learning environment. At the end of the program, graduates will be equipped with a certificate that can be utilized for future careers. Thisable has Micro Enterprise which has products that support daily needs and are also created by Indonesia's disability. Thisable offers a per-agency and dropshipping system, which is the sale of products that allow selling of goods with only capital information or photos of the goods. Its

products include: Thisable beauty care, Thisable decoration, Thisable accessories, Thisable dolly, Thisable shoes and also Thisable hijab.

Thisable has two legal main institutions, namely Thisable Foundation and PT Berkarya Menembus Batas in accordance with their functions respectively. Foundation is used for enhancing education for disability, and PT Berkarya Menembus Batas is used for supplying human resources, including Recruitment, Assessment and Competency Test, Training and Product Knowledge, Placement and Onboarding, and Refresh Training.

After Ms.Yudistia started her business in 2011, for the first two years, Thisable activities built more awareness because of the rarity of benchmark for social enterprise on disability, 3-4 years of education to reduce the high gap between disability graduates (and extra school) with manufacturing industry. In the 5th and 6th year of entrepreneurship program, Thisable tried to expand by supplying disability human resources to several industry sectors based on the constitution No. 8 of 2016, about the obligation to accept disability workers in minimum 1% for private company and 2% for the country. The strategy of Thisable enterprise is for the first 3 years shared with investors, 4th-6th year for itself, and in 7th year it opened opportunities for some investors in order to grow to the national.

Ms.Yudistia obtained and utilized human resources. She had some of requirements at minimum for undergraduate programs, because she built the system that had benchmarks initially, and now because social enterprise is getting more dynamic, it requires logical and mental understanding of the system and the disability community. She therefore opened recruitment through social media.

Thisable also makes ICT/ Smart Technology as a foundation of its business. Thisable has www.thisable.or.id for recruitment, and social media platform as well. Technology is not only to build a good communication and share information, but thisable also became a business partner with one of the biggest technology company in Indonesia, Go-Life (go-massage, go-clean, go-auto, go-glam) to increase more customers, so that disability can develop their economy. Thisable Enterprise grew as a Social Entrepreneur, which takes responsibility for the community.

Corporate Social Responsibility

Thisable Enterprise takes a social responsibility for the disabled's employment because unemployment rate is increasing annually. Ms. Yudistia takes the initiative to make many programs involving citizens of Bandung. Thisable Enterprise provide training for free in order to decrease the unemployment rate and create jobs. It is also strongly supported by the Government of the Jakarta, some of other cities in Indonesia, and the Government as they have the same goal, namely to create 100,000 jobs in the period 2013-2018. Thisable Enterprise thus acts as an

organization that help realize the Mission of Government. To run programs that have been prepared by Thisable Enterprise, funds come from the owner and contributors.

Community Development

As part of social responsibility, Thisable Enterprise has offered Small Medium Entrepreneur (SMEs) program and other skills program. According to Ms. Yudistia, Thisable Enterprise aims to produce members who obtain enough skills and knowledge from the training programs and make contributions to the relevant industries. Thisable Enterprise run a community development process composed of three factors - community relation, community service, and community empowerment:

- **Community Relation**
Community relation is an action taken which relates to the building of trust and understanding through communication and information between the corporate and the local community (Rudito, 2003). In the category of community relation, Thisable Enterprise has been trying to make good relations with the Jakarta government.
- **Community Service**
Community Service is a corporate service to fulfill the public needs, for example, building health, transportation, religion, or learning infrastructures, cleaning skills, or other thing that could enhance the local society (Rudito, 2003). As part of community service, Thisable Enterprise provides a building for trainings.
- **Community Empowerment**
Community empowerment can be facilitated through programs related to the local development, for example, a local trade organization, and other small medium entrepreneur organization. Some people who participated in the program mentioned that the community empowerment programs prepared by Thisable Enterprise changed their lives and helped them to become key people in the fields.



3.7.3 Findings

3.7.3.1 Success Factors

As a social entrepreneur company, Thisable enterprise has some successful factors.

Mobility/Flexibility Promoted by Social Media

The first contributing factor is related to the mobility and flexibility promoted by social media. As technology advances, with the advent of tablet computers and smart phones, social media business can now be conducted from practically anywhere and at any time, including from home. This results in flexibility that allows women to take care of the family and children while simultaneously managing their business. Furthermore, these technologies also reduce the costs involved in opening a business, as social media businesses do not require the capital that is usually required in traditional businesses – to establish a physical store, for instance. Instead, they can keep their supplies at home, take pictures of the products, and promote them through their social media accounts, which can be accessed using their tablets or smart phones. These technologies are also easy-to-use. As mentioned, social media provides simple ways to upload photos, write updates and to contact people. Ms Yudistia said,

“Today, social media is getting more and more sophisticated and easy to use. In Indonesia alone, social media users are very high. Companies, from large companies to small businesses, have their corporate accounts. They use social media to find customers, establish relationships with customers or merely promote. Therefore, I try to maximize social media to conduct every activity in business. In this alone, we are cooperating with Go-jek Indonesia, one of the largest online transportation company in Indonesia. They have millions of employees both cars and motorcycles, up to food delivery business, massage services, workshop services, makeup artist services and others. I see this an opportunity for the disability to express their expertise. Therefore, through a gimmick app, then each customer can directly choose the person who will serve them well by looking at the profile through the apps.”

Initial research demonstrates, therefore, that the main advantages of using modern technology and social media to start a business are increased mobility and flexibility. Social media entrepreneurship can be practised by women who desire to contribute to the household economy while continuing to fulfil their responsibilities in the home.

Gates (2000) argues that the Internet and its features create new possibilities for many people because it allows for a more efficient way to communicate. Not only is communication faster, it is

also easier and relatively cheaper. A new kind of service made available by the Internet, which has gained tremendous popularity, is social media. Following its introduction, social media such as MySpace, Facebook, and Twitter have attracted millions of female users, many of whom have integrated these sites into their daily lives. With social media, personal and direct interactions increase because the account owner can communicate directly with those on her friend list. These social media platforms also contain useful and easy-to-use features, such as photo uploading, video uploading, instant messaging and photo tagging².

Women often take advantage of social media for reasons that go beyond merely finding friends. They can now use social media in order to achieve a measure of financial independence. There is a growing trend among women to open businesses through social media. For instance, in Indonesia, among the 549,740 users registered on Facebook as the owners of small and medium enterprises, 176,300 of them are women. As reported by most of our research participants, social media businesses have numerous benefits. Research participants have stated that they can use readily available technology, such as smart phones, while taking care of their children. Additionally, they do not require physical stores, which can be costly. Social media applications are also easy to use since business owners can tag pictures and provide information to potential customers in a single click. The growing interest of women in developing online businesses may also be supported by the more social nature of some women and the tendency of many of today's customers to prefer online shopping for its convenience.

This kind of entrepreneurship is seen to be an ideal option for women for several reasons: society's perception that women should stay at home and take care of the children, the flexibility offered by this kind of business and the relatively low costs involved in opening the business. However, one specific factor that attracted the attention of some researchers studying online women entrepreneurship is the need for flexibility in balancing family and work (see, for example, Lombard 2001: 216)³. This factor is most prominent in developing countries (van der Merwe & Lebakeng 2010)⁴. In Vietnam, Nguyen (2005) found that most women did not hesitate to leave their corporate jobs if they could become entrepreneurs so as to manage their traditional role as wife and primary role as caregiver to their children⁵.

²Gates, B. (1 Dec. 2000), 'Shaping the Internet Age,' Internet Policy Institute, Washington, www.microsoft.com/en-us/news/exec/billg/writing/shapingtheinternet.aspx.

³ Lombard, K.V. (2001), 'Female Self-employment and Demand for Flexible, Non-standard Work,' *Economic Inquiry*, vol. 39, no. 2, pp. 214-237

⁴ Van der Merwe, S.P. & Lebakeng, M. (25-26 Aug. 2010), 'An Empirical Investigation of Women Entrepreneurship in Lesotho' (paper presented at the African International Business and Management Conference, Nairobi, Kenya).

⁵ Nguyen, M. (2005), 'Women Entrepreneurs: Turning Disadvantages into Advantages, PreFlight Ventures,' www.preflightventures.com.

Viewed on 1 Oct. 2012

Social Media Facebook and Instagram have more followers and it's easy to share. Thisable also uses Whatsapp application to grab more disabled people to join the group. To build more awareness is faster with social media, because now it is easy for both stakeholders to look for information whatsoever they want to know. It seems trivial indeed, but the impact is very tasteful. Even for branding itself, with more trust in the internet, anyone can check what credibility companies are doing by searching on the internet. Today, all disabilities already have a smartphone, but unfortunately sometimes they do not all understand how to use it positively. Thus, blind people have a feature of "talkback" apps to support communication and information from their smartphones and can even use voicenotes if they stand for typing, and deaf people have been facilitated by the number of visuals. People who have no hands, instead of typing, can now use voice command from their mobile phone. Ms.Yudistia said,

“I advise people with disabilities or special needs to maximize the use of technology in every aspect of their lives. Technology not only helps them to communicate, but also opens opportunities for them to gain better opportunities, for example, getting information, job information or even doing work activities on the technology itself. Especially with the unemployment rates is quite high in Indonesia, making the chance of the disabled will be smaller to work in ordinary companies. That way they can take advantage of the technology”.

Social Capital Gained Through Social Media Interactions

Social media interactions address the lack of social capital commonly experienced by Indonesian women; this is the second contributing factor. By engaging in business through social media, the women are able to reach larger target audiences located outside of their locale. Many respondents report that with social media, they can attract customers from other areas in Indonesia and indeed internationally. Moreover, the people that they meet through social media not only function as their customers, but can also serve as potential mentors, business partners and friends, thus enhancing their support network. As mentioned, Indonesia is also known as a social media hub, with approximately 61 million people subscribing to at least one social media account. Consequently, Indonesia is a large target market for the business of social media. Yudistia said;

“Of course social media allows us to reach even greater. We can interact directly, respond directly, without having to spend too much money as did the company of antiquity. Especially with my busy life as a housewife who must take care of family, children and home, social media is very easy for me to move more flexible and can reach the maximum target again”.

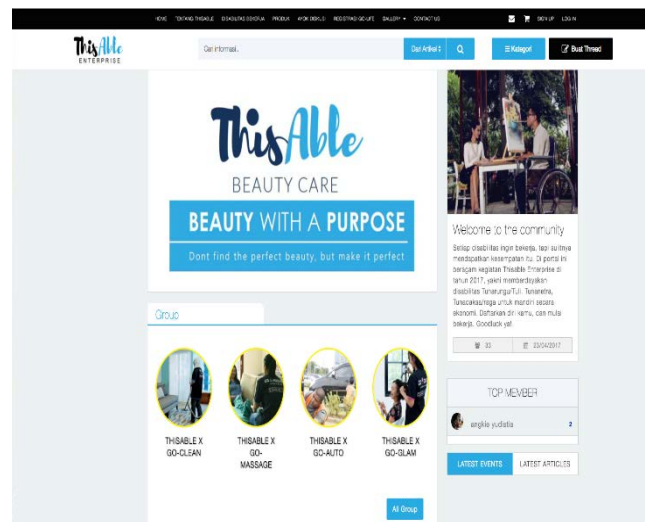
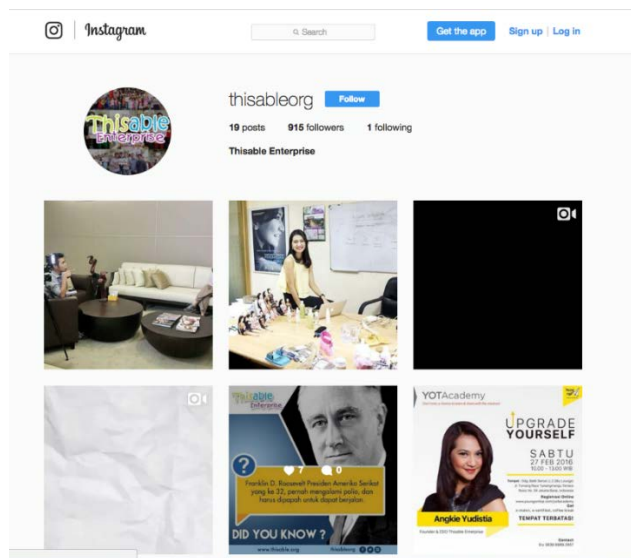
Meeting Customers' Needs through E-commerce

Economic development in Indonesia is not equally distributed throughout the country. As a result, it is difficult to find some products in less urban areas of Indonesia, such as Kalimantan, Aceh and

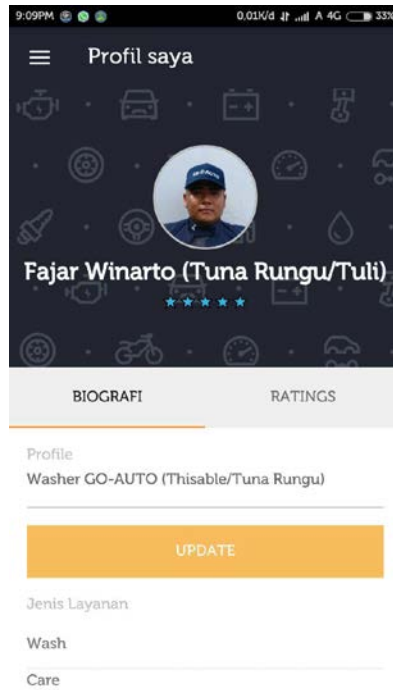
Papua. For that reason, there is a high demand for products sold by social media entrepreneurs in these parts of Indonesia. Moreover, many customers who live in urban areas have a working schedule that does not allow them to the time to shop. Consequently, they prefer to shop online, which can be done outside of standard working hours or indeed at any time that is convenient.

Confidence and Satisfaction

What characterizes social media entrepreneurship in Indonesia is related to self-actualization. Social media businesses allow women to gain a degree of financial independence by having their own money. This has the effect of raising their self-esteem, giving them self-confidence to deal with future financial transactions as well as the financial freedom to effectively carry out other duties.



Social Media Thisable Enterprise, 2018



Apps Technology Partnership Thisable Enterprise & GOJEK Indonesia, 2018

3.7.3.2 Challenges

Thisable also faced serious challenges, some of which are as follows.

- Still lack of resources and volunteers
- Maintain and monitoring partners/ communities outside Jakarta, which is the main base office of Thisable
- Need for some improvement in infrastructure technology especially in suburban areas

3.7.3.3 Policy Recommendations

Some of policy recommendations that can be support to c entrepreneurship in general followed by a recommendation for the (med) technology sector in particular: Need more support especially from government in Law/ policy especially in supporting gender

3.7.3.4 Advice for Women Entrepreneurs

- Establish community-based
- Moving beyond digital literacy to cultivating

- Digital citizenship: not only providing digital literacy, but ensuring ICT skills are used in a handsome way to solve social problems
- Stakeholder engagement: anchoring ICT success in the strength of service-delivery team and relationships with the community
- Unlocking potential of marginalized classes in ICT by altering perceptions: ensuring marginalized persons in ICT careers can succeed and thrive

3.7.3.5 Summary and Discussion

Online business has great potential to empower women with disability by assisting them to become entrepreneurs. Nowadays, ICTs are main tools to develop entrepreneurship. In addition, social media entrepreneurship can be seen as a solution to the dilemma faced by women in managing and balancing their careers and family lives. Ultimately, social media entrepreneurship is a beneficial provision for women in Indonesia due to its unique characteristics that include mobility and flexibility, social capital gained through social media interactions, the unequal distribution of products in Indonesian cities, the lack of time on the part of customers to visit physical shops and the confidence and satisfaction experienced by women as a result of this enterprise.