

A Sociological Analysis of the Utilization of Social Media in Women Migrant Workers in Developing Social Entrepreneurship



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Abstract: *The purpose of this study was to sociologically analyze the use of social media in female migrant workers in the development of social entrepreneurship. The study used a qualitative approach with a mixed method. Data was taken using in-depth interviews, observations, FGDs, and full survey enumerators. This study shows that the more frequent the intensity of migrating abroad, the higher the income (economic remittances) and social remittances (knowledge and experience) will be. Van Dijk (2006) stated that digital social media is able to penetrate the social structures that exist in society. The results of this study reveal the same phenomenon as Van Dijk's theory, female migrant workers who were previously considered a marginal group was able to create social networks through social media for the development of social entrepreneurship. The results of this study revealed a different phenomenon from the theory from Massey (1990) which stated that international migration will take place continuously (cumulative causation). This was because there have been developments of social entrepreneurship supported by social media, providing alternative jobs in the workers' hometowns.*

Keywords : *Network theory, social entrepreneurship, Women migrant worker.*

I. INTRODUCTION

In the last three decades, global international migration has been dominated by women [1]. In 2016, the National Board for the Placement and Protection for Overseas Indonesian Workers (BNP2TKI) released data that 69% of the total Indonesian Work Force abroad were women. The oil production surplus or oil boom in the 1970s in the Middle East was a pull factor for women migrant workers to seek employment in the domestic sector in countries in this region. One of the peak push factors was the economic crisis in Indonesia in 1997 [2].

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The issues faced by women migrant workers (which from this point on will be addressed as WMW) are extremely complex, be it during their departure, during employment, and after their return. The research topics that have only been slightly breached are the condition and state of the WMW after their return from working abroad. These issues are a point of interest because oftentimes the WMW are prosperous only when working abroad and they become jobless and destitute once again when they return to their hometowns [3]. Economic and social remittance is suggested to be able to contribute to the people's economy and welfare and reduce poverty [4]. Initially, the utilization of economic remittance was for fulfilling basic needs, investment, and creating business opportunities [5] , [6]. Most migrant workers or migrants only utilize digital technology for communication and activities that are nonproductive [7 - 10]. A number of studies revealed that migrant workers were able to develop entrepreneurship in their destination countries [11], [12]. Social media platforms enabled WMW to create social networks which lead to togetherness and virtually mediated common needs. At the periphery of this study, in Indonesia specifically, there have been no studies that focused on social entrepreneurship practices by WMW after their return from working abroad through the use of digital technology, especially social media. Social media are media platforms which facilitate and enable online collaboration, strengthening the relationship among users [13]. The shift in society has caused technology to change from being a mere instrument to being a part of individual behavior and collective actions. Social entrepreneurship itself is an economic activity through the utilization of available resources which emphasizes on common social values and aims to resolve social issues [14], [15].

The current study focused on WMW from Wonosobo and Sukabumi. WMW from Wonosobo had a migration pattern to the Middle East and those from Sukabumi made the countries in the Middle East as their migration destination. Wonosobo is one of the areas in Central Java that sends the most WMW as Sukabumi is in West Java. The two regencies are some of the poorest regencies in their respective provinces. The purpose of this study was to sociologically analyze the utilization of social media in women migrant workers in developing social entrepreneurship.

II. METHODS

The present study was conducted in Kuripan Village, Wonosobo Regency,

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Central Java and Jambenenggang Village in Sukabumi, West Java from November 2017 to December 2018. The selection of informants was done through purposive sampling, where the informants were chosen on purpose without any selection of samples from the population. The respondents in Kuripan Village numbered 62 people and in Jambenenggang Village 35 people. Data were also collected from informants who included women migrant workers who had returned to their hometowns and were active entrepreneurs in Wonosobo and Sukabumi. Interviews were conducted with the Ministry of Labor, the Labor Agency, and other related parties (village heads, business actors, and researches). In the presentation and analyses, this study employed an interactive model which consisted of reduction, presentation, and data conclusion-making or verification.

III. RESULTS AND DISCUSSIONS

The development of women migrant workers in Wonosobo Regency and Sukabumi Regency

Since the 1970s, the people in Wonosobo Regency who lived in the mountains have conducted international migration to Middle Eastern countries. This was also true in Sukabumi where the people made Middle Eastern countries as their destination for migrating. Limited job opportunities in Indonesia led to a huge wave of migrants to search for employment abroad. Most migrants from Wonosobo Regency and Sukabumi Regency who left the country were women, and this is still true in the present day. The cumulative causation theory that international migration is an accumulation of various factors that drive each and every decision to migrate in the social migration context and this proves that there is feedback between individual behavior in migrating and the societal structure which is ongoing [16], [17]. The society structural conditions (distribution of income, land ownership, agricultural production organizations, values, norms, and societal perception of migration, regional distribution of human resources, and social labeling of the jobs in the migration destination country).

The outflow of migrant workers from Wonosobo Regency has made it famous for being one of the regencies in Central Java with the most migrant workers who abroad. There have been changes in the outflow abroad regarding the destination countries. The first wave was from the 1970s to the 1980s where the international migration destination was countries in the Middle East with employment in the informal sector. The second wave was in the 1990s where the migration destination was Malaysia and Singapore. *The third wave* was in the 2000s to the present day where the migration destination is dominated by Hongkong and Taiwan. The past three years have revealed that both men and women migrant workers had an inclination of making South Korea and Japan as their migration destination countries. The new migration flow with South Korea Selatan and Japan as the destination countries indicated that previously migrant workers worked in the informal sector and were unskilled but the phenomenon today is that migrant workers tend to work in sectors that require expertise. On the other hand, WMW in Sukabumi Regency from the first migration wave have always made countries in the Middle East as their destination. In the previous period, the average migrant worker had only elementary to junior high school education, and some had never been to school, while the present era is dominated by

those with senior high school diplomas, especially those from vocational schools. Having a higher level of education and better skills, these migrant workers have better incomes and better work conditions than their predecessors. The WMW income can be seen in the table 1.

Table 1. The income of WMW from Jambenenggang Village working abroad.

Income abroad	Departure period (People)			Departure period Percentage (%)		
	I	II	III	I	II	III
PL ≥ Rp 3.500.000	0	0	0	0	0	0
Rp 2.000.000 ≤ PL < Rp 3.500.000	0	0	0	0	0	0
Rp 1.500.000 ≤ PL < Rp 2.500.000	8	14	1	23	82	100
PL < Rp 1.500.000	27	3	0	77	18	0
	35	17	1	100	100	100

WMW from Sukabumi Regency have worked in Middle Eastern countries from the 1980s to the current day. Middle Eastern countries are their main destination due to religious reasons: they hope to be able to go on the pilgrimage (haj) and find halal food more easily. This differed from migrant workers from Wonosobo yang who are more rational in choosing countries in the Asia Pacific region due to better worker protection and better pay.

Table 2. The income of WMW from Kuripan Village working abroad.

Income abroad	Departure period (People)			Departure period Percentage (%)		
	I	II	III	I	II	III
PL ≥ Rp 3.500.000	0	10	12	0	27	86
Rp 2.000.000 ≤ PL < Rp 3.500.000	12	19	2	19	51	14
Rp 1.500.000 ≤ PL < Rp 2.500.000	19	8	0	31	22	0
PL < Rp 1.500.000	31	0	0	50	0	0
	62	37	14	100	100	100

WMW with the Asia Pacific region as the destination also have social remittance as the result of their employment abroad. The social remittance is in the form of understanding technology and having an improved knowledge of the benefits of technology. Social remittance received during employment abroad has an important role in developing social entrepreneurship after the migrant workers return to their hometowns (18). From tables 1 and 3, it could be concluded that the second and third departure of the migrant workers had a tendency of an income increase. This supported the study by (19) which was conducted in Cilacap and Cianjur that found that the more intensively a person goes abroad, the higher his/her income will be during the following migration. The WMW's experience and knowledge will also increase with higher migration intensity and longer duration. The knowledge here is related to language fluency, technology adeptness, and extensive network. During the second and third departure, the WMWs tend to have more experience and knowledge; thus having wiser and more beneficial considerations.

Once they decide to no longer seek employment abroad, the WMW are inclined to build their individual businesses and community (collective) businesses.

The Social Entrepreneurship Network of WMWs who have returned to their hometowns

Networks have an important role in the implementation of social entrepreneurship. Analysis of social entrepreneurship digital networks in the current study uses the concept : bonding, bridging and linking (20). Bonding is in the context of ideas, relations, and attention which are inward-looking, connecting family members, neighbors, close friends, and business partners. Bridging is inclusive and outward looking, playing the role as a bridge for people or communities in equal economic and political status. Linking is outward looking with communities with economic and political statuses from various levels. The three concepts are applied by WMW in developing social entrepreneurship and improving the existing business network. Bonding is related to relationships within the community which bonds and unifies them in both social and economic activities. Bridging in the WMW community in Kuripan Village is characterized by building collaborations with other communities with equal levels. The communities reached were migrant worker communities in Cilacap, Solo, and Semarang. Linking is very beneficial for the development of the community and is a means to share experiences, especially those related to economic endeavors. The development of collaborations between the community and a number of organizations and institutions has made it easier for them to access the market, for instance by participating in product fairs outside of Wonosobo Regency. The position of Bonding, Bridging and Linking are fairly significant in developing the WMW's social entrepreneurship. WMW in Jambenenggang Village had an almost similar bonding with those in Kuripan Village, differing only in the linking and bridging aspects and that they were not as intensive or as widespread as the network built by WMW in Kuripan Village. These can be seen in the table 3.

The digital era has given a novel insight in relation to the Putnam concept of social networks [21]. Digital media creates an opportunity to strengthen the social bonds in a community. This bond will be stronger if there are common needs among women migrant workers. The digital media community bond is preceded by naturally formed local bonds (*Gemeinschaft*). The digital media network will spread the social network and improve the bonds regardless of geographic boundaries. A digital group community can become a medium for communication and can mobilize the community more effectively. All the information related to women migrant worker activities is disseminated and discussed within the group. From observations in this particular *WhatsApp* group, economic activities which are community-oriented was the most frequently visited topic. This digital group often discussed plans for holding fairs together to market the community products. All forms of activities were also planned in this group. The production of local delicacies such as instant *tiwul*, plantain chips, and snake fruit *dodol* which go through production chains from raw materials to the finished products was discussed in this *WhatsApp* group. Therefore, the distribution of raw materials and finished products could be quickly and effectively handled through this medium. From observations of the

WhatsApp group, the discussion and communication flow was egalitarian even though a formal hierarchical structure existed in this group in the real world.

Table 3. Entrepreneurship social network of women migrant workers in Kuripan Village and Jambenenggang Village.

Region	Bonding	Bridging	Linking
Wonosobo (Kuripan Village)	Women migrant worker community Wonosobo	Microeconomic business actors: Wonosobo batik, Wonosobo UMKM actors, snake fruit farmers, coffee farmers, sweet potato and cassava farmers	Labor and Transmigration Agency of Wonosobo, SARI Social Analysis and Research Institute, the Regent of Wonosobo, BNP2TKI
Sukabumi (Jambenenggang Village)	Migrant worker community Sukabumi	Minimarket entrepreneurs, foodstuff sellers, Indosat	Labor and Transmigration Agency of Wonosobo, SBMI (Indonesian Migrant Worker Union)

WMW in Jambenenggang Village were more involved in networks on the individual and group level. Collaborations with external parties were still scarce due to various limitations. One of these was the limited organizational culture in migrant workers who worked in Middle Eastern countries. The situation in Middle Eastern countries limits the freedom for organizations and networks among migrant workers and with other parties. This condition was poles apart from the situation enjoyed by migrant workers in Asia Pacific countries such as Hongkong and Taiwan who are given free rein in forming organizations and to network, especially during their days off. There are also a fairly large number of women migrant workers that have formal education, enabling an improvement of knowledge and experience. Moreover, Asia Pacific countries such as Singapore, Hongkong, and Taiwan have entrepreneurial work ethics. The employers of WMW are mostly entrepreneurs who give motivation to the women to also become entrepreneurs once they return to their hometowns.

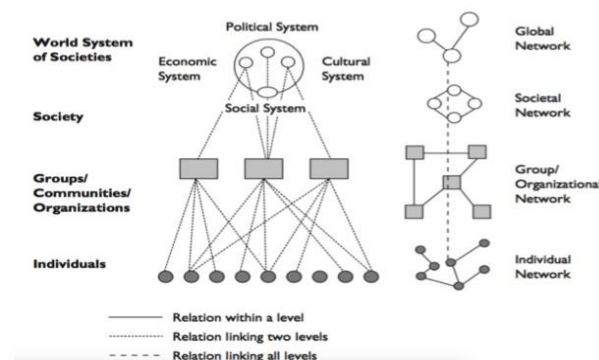


Figure 1. Social Network Units and Levels.

The chart above explains that social network media is found at various levels in life. In the first level, which is the foundation of the social structure, is individual relationships.

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At the individual level, WMW generally have communication devices such as smartphones or Android-based phones. In this level, almost all migrant workers have Android-based phones and are capable of using them. This is because using *android* is simple, especially for migrant workers from Wonosobo. The skills of migrant workers from Wonosobo in using the Internet are usually learned abroad. Those who worked in Asia Pacific countries generally had better skills and abilities in using various devices and digital technology. The utilization of relations and the digital network at this level was almost the same between migrant workers in Wonosobo and those in Sukabumi. This relationship is clearly demonstrated by similarities or the awareness of their social situation.

Table 4. Social units and levels that were linked to the network

Social level	Sukabumi (Jambenenggang Village)		Wonosobo (Kuripan Village)	
	Offline	Online	Offline	Online
Individual	Strong	Strong	Strong	Strong
Group/community	Strong	Strong	Strong	Strong
Societal network	Weak	Weak	Strong	Strong
Global network	Weak	Weak	Weak	Strong

Table 4 shows that the individual and community levels in Sukabumi were strong both online and offline. What differentiates them were the societal network and global network levels. In these levels, Wonosobo was superior to Sukabumi. This was related to the social and cultural context of the two study locations. Migrant workers are usually allowed to and can communicate using digital media when they are abroad. Some of these migrant workers had started a clothing and bag business through digital media during their employment in Hongkong. When they returned, this had a strong influence and became the migrant workers' capital in developing social entrepreneurship in the digital era. The strength and weakness of the relationship were assessed qualitatively using the intensity of the relationship, the scope of the collaboration, and social media function for the development of social entrepreneurship as the indicators.

Digital Networking Accelerates the Development of Social Entrepreneurship

The migrant worker community in Kuripan Village used digital technology and digital networks for various businesses and many forms of social entrepreneurship activities. Simply put, these efforts could be interpreted as efforts with social missions which use business practices as the driving force. In other words, it can be said that social entrepreneurship is an entrepreneurship or business practice which has social benefits as its purpose. Women migrant workers who have returned from working abroad usually face similar problems. One of their greatest issues is how to utilize the remittance for the sustainability of the household economy. Not all of these migrant workers had entrepreneurship skills. This group is what had encouraged other migrant workers to participate in various productive economic activities. Digital-based social entrepreneurship could become an alternative in the empowerment of women migrant workers. The best way to measure social entrepreneurship is not by calculating the amount of profit generated but by assessing how much they have generated social values [22]. The migrant worker communities have strived to fulfill the mission to create and uphold social

values. Participating in the process of innovation, adaptation, and collaborative learning for sustainability. The innovations they had made were by intensively utilizing various digital media and applications in the numerous processes in social entrepreneurship. Efforts to develop local tourism in Kuripan Village, disseminating information, and creating marketing contents were conducted relentlessly on social media, especially on Instagram and Facebook. Creating new opportunities and innovations are one of the characteristics of social entrepreneurship. Women migrant workers who live in Kuripan Village worked on innovations on local foods such as creating instant Tiwul from cassava. Instant tiwul is one of the superior products of Kuripan Village.

The media used for marketing and for the transaction of community products were strongly linked to digital technology and networks. From the interviews, it was found that the availability of digital technology and networks made it possible for them to market and sell their products. This was very difficult to do before when the Internet and digital media equipment had not yet penetrated rural areas. Digital media has enabled the distribution of the products outside of the province and even abroad. Communication and information technology has created a vast opportunity to encourage social entrepreneurship, women empowerment, and development.

Table 5. The typology of products, production process, market share, and WMW media in the development of social entrepreneurship.

Region	Product	Production Process	Market Share	Media	SE Role
Sukabumi (Jambenenggang Village)	Sausages, yogurt, beef steak, sausages	Individual, collective	Elementary and junior high schools, small shops, celebrations	Whatsapp, Instagram, Facebook	Supporting members' economy
Wonosobo (Kuripan Village)	Instant <i>tiwul</i> , snake fruit syrup, snake fruit chips, snake fruit coffee, instant ginger drink, beef floss, cassava chips, <i>petos</i> (hard tempe), snake fruit, dates, Wonosobo handmade batik	Individual, collective	Celebrations, small shops, WMW abroad,	Whatsapp, Instagram, Facebook, Website	Supporting members' economy, education of WMW's children living in their hometown, community activities, language training

The devices most commonly used by women migrant workers were smartphones, iPhones and Android-based phones, which are becoming more and more technologically advanced. The smartphones are equipped with GPS and Internet services for web browsing. Using these devices, women migrant workers could run various economic enterprises and businesses. The community bond grew stronger because discussions and communication could be held wherever and whenever needed. The mastery and possession of digital technology and the mastery of both the devices and the applications are strongly linked to the economic remittance and social remittance during their employment abroad. Through the ownership of digital technology devices such as notebooks, tablets, computers, digital printing, and digital cameras, a number of economic and social activities were conducted. In the case of mobile phones, for example, women migrant workers who worked in Asia Pacific countries were familiar with this technology even before the technology became a trend in Indonesia. Applications they used were online trade business sites, online trade, Instagram, Facebook, Twitter, and WhatsApp. The practices found were entrepreneurship, development of business networks through online media, establishing international language courses, building libraries for children, developing tourism attractions, and innovations in local foods. Activities such as clothing design, food product packaging design, online networking, online marketing, and online transactions were very much supported by digital technology.

Table 6. The typology of the two study locations based on their use of media, migration intensity, and their connection with social entrepreneurship.

Typology	Category	International migration intensity (economic and social remittance)	
		Low	High
Use of social media (intensity, scope, and role)	Low	Jambenenggang, Sukabumi (social entrepreneurship less developed)	
	Fairly high		Kuripan, Wonosobo (social entrepreneurship developed)

The table above explains that the more often a migrant worker goes abroad, the higher the economic and social remittance. The intensity has a fairly significant effect on the development of social entrepreneurship. The use of social media also had a significant effect on the development of entrepreneurship. The development of social entrepreneurship in Jambenenggang Sukabumi was not optimum because the use of media not as intensive and the WMW's departures were less frequent and were limited to Middle Eastern countries, especially Saudi Arabia. On the other hand, in Kuripan Village Wonosobo, the development of social entrepreneurship was quite rapid due to the migration intensity and frequent use of social media.

IV. CONCLUSIONS

The conclusion of the present study is that (1) the departure frequency and the destination country determined the benefits and income. The knowledge benefits (social remittance) gleaned from Asia Pacific countries were higher

than that of Middle Eastern countries. Those working in Asia Pacific countries had higher incomes than those working in Middle Eastern countries. (2) Digital social media digital could accelerate social entrepreneurship developed by WMW who have returned to their hometowns. The result of this study supports the theory by Van Dijk who stated that digital social media can transcend the social structure existing in the society. WMW, who were before considered a marginal group, are able to build social networks through social media for the development of social entrepreneurship. The results of this study also contradict Massey's theory that international migration would occur continuously. This was due to the development of social entrepreneurship which is supported by social media, providing alternative job opportunities in the migrant workers' hometowns. The suggestions are that there need to be preparations for prospective WMW who are planning on working abroad to prepare for management of remittances, financial literacy training, and intensive digital technology training. The Government could apply digital technology an integrated social entrepreneurship in the country.

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