

Disability Entrepreneurs Responses to Public Communication During the Pandemic

**(Case Study about Disability Entrepreneur Strategy through Online Culinary Business
during the Covid-19 Pandemic)**

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Received December 07, 2020; Accepted February 20, 2021

ISSN: 1735-188X

DOI: 10.14704/WEB/V18I1/WEB18077

Abstract

There was a government appeal that was communicated to the public during the co-19 pandemic. Including an appeal to business people to develop business strategies that are adaptive to conditions. There are people with disabilities who have culinary businesses which can maintain their business during the Covid-19 pandemic. This was expressed in a seminar which was held by the Community of Entrepreneurs with Disabilities Houses. In the seminar, Sri Arya Ramadani, a person with visual impairment disability and the owner of Ayam Geprek Petukangan business, shared her experiences and strategies for running a culinary business in the pandemic era. The challenge faced by entrepreneurs is the socioeconomic stability against competitors who have similar businesses with other entrepreneurs. However, a strong enthusiasm for learning, a strong mentality, not easy to despair and support from family and community make entrepreneurs able to compete with other similar businesses. Another challenge faced by disability entrepreneurs is the existence of the Covid-19 pandemic, entrepreneurs trying to adapt to crisis situations and developing an Efficiency, Creative and Healthy strategy. The strategy is supported by promotional tactics, including using social media in the form of Instagram, using professional photography services to get

quality product photos, establishing relationships with consumers through the WhatsApp media platform, and also not easy to complain about social media. The digital marketing strategy is balanced with the alms strategy, which is believed to bring blessings on its business journey. Therefore, until now, entrepreneurs still survive and can meet their business needs.

Keywords

Strategy, Entrepreneur, Disability, Digital Marketing, Culinary Business.

Introduction

The Covid-19 pandemic condition which was able to weaken various economic sectors in various countries, made the Indonesian government to disseminate information, in the form of public communication activities, through various communication media, to business people to immediately adapt to the conditions. Efforts to prevent the spread of the virus through restrictions on physical interaction, causing the direct sales system that is offline has decreased. This has inspired business people to look at business strategies via online to maintain business continuity.

Potential entrepreneurs with disabilities tend to lack confidence that they can succeed in business (Mada, 2016). However, it turns out there are also entrepreneurs with disabilities who have managed and can maintain their business in the Covid-19 pandemic era which has devastated the economy in various walks of life of society in Indonesia. This refers to testimonials delivered by entrepreneurs with disabilities who become resource persons in a webinar, specifically for people with disabilities. The webinar organized by The Disability Entrepreneur House Community presented Sri Arya Ramadani (Sri) as the main resource person. She has successfully run a business in the field of food, namely Ayam Geprek Petukangan. She is a mother, born in 1988 and is currently completing her studies at a private university in Jakarta, her high enthusiasm for study earned her a full scholarship from the university. Sri Arya Ramadan has experienced a disruption in her vision since 2006, but her shortcomings did not make her stop working and trying.

With all the limitations she has, she is increasingly motivated to help ease the burden on her parents' lives, therefore she has learned to deepen digital marketing since 2007-2009. In 2010, she started her first business by becoming a re-seller to sell braces through one of the leading e-commerce sites in Indonesia. The initial profit she got from her first business was Rp. 5000 until finally she gets a profit of Rp. 12,000,000. She started her first business with the aim as a means of learning and developing for her. For 1.5 years Sri

went into the braces business, and after that she began to be interested in developing the food and beverage business. The profit she got from selling braces, she used to register for courses in making yogurt, ice cream, fried chicken, and making flour for fried chicken. Her seriousness in learning did not make her automatically successful in developing her business, even at the beginning when she was running her business, Sri was not supported by her family and failed many times or even dozens of times. Until finally she found a recipe for making flour for fried chicken and sold it in the Jakarta, Bogor, Tangerang, Bekasi and East Java regions.

Her business ventures had stopped when she had a new busy life as a teacher at a disability school, even her new activity forced her to leave her parents' house and live in a rented house close to where she taught. Being away from her family actually became a trigger for Sri to remain productive and finally decided to run a new business that is now known as the 'Ayam Geprek Petukangan (Petukangan Crushed Chicken)'. The business which she is devoted to, is not immediately famous, she continues to carry out the learning process in running her business, for her learning is an investment. Ayam Geprek business was first started in her garage, she continued to learn to make recipes so that the chicken is more delicious and the sauce has a differentiation with other similar businesses. The effort she did to get differentiation was learning from a Chef, paying for a course from a Chef at a cost of Rp. 1,000,000, buy similar products to try to find differentiation. This step is quite successful because buyers can begin to find the differentiation of Ayam Geprek products owned by Sri. Other efforts she has made to develop her business are collaborating with motorcycle taxi online, hiring professional photography services to take photos of her products and making product names that are easy to find by consumers.

The first week when she went into business, the buyers only 1,2,3 and 4 people a day, the first month's income only reached Rp. 7,000,000. However, she continues to struggle to increase the turnover of her business, one way is to foster relationships with customers. All consumers who buy Ayam Geprek in their place are contacted through the WhatsApp application to express their gratitude and to be asked for their suggestions and criticisms for the improvement of their Ayam Geprek products. Then, Sri began to do market segmentation by aiming at the target market of junior high, high school and university students. In the second month her Ayam Geprek business began to develop, therefore Sri started using employees, and in the sixth month her Ayam Geprek business was growing rapidly with profits above Rp. 200,000,000, and Sri opened a new branch, to date she has two branches of the Ayam Geprek Petukangan.

Her business challenges became more apparent when the Corona pandemic hit Indonesia, in an effort to keep her business afloat and her employees not directly affected by the Corona pandemic, Sri had a special strategy which she obtained from Mr. Ipo Santosa. The first step she did was to make efficiency, so that her business would survive in the midst of a crisis. Corona is the reason she closes the other branch and focus on one branch, there are no employees laid off, employees are given a rotating schedule for work. Then Sri became more creative by developing her business of making frozen food. Besides chicken, Sri also developed Sempol Sapi Crispy, this product even became a best seller. Another strategy that was carried out is healthy, Sri built trust in her consumers by making the food she processed healthy and free of Corona, the way she did was by requiring all her employees to use masks, providing hand sanitizers. Other strategies for surviving the Corona crisis are alms and prayer.

The purpose of this study is to find out: the factors that support and inhibit to disability entrepreneurs when running a culinary business, and the challenges faced by disability entrepreneurs, who are members of the disability entrepreneur home community when running a culinary business, and the disability entrepreneur business strategies in the Covid-19 pandemic. The usefulness of the research is expected to be able to provide an overview of the strategies of disability entrepreneurs through online culinary businesses during the Covid-19 pandemic to develop science in the field of digital marketing and to help overcome or solve problems faced by the disability entrepreneur community home community in developing their culinary business through digital applications.

Method

The research of the strategies of disability entrepreneurs through online culinary businesses during the covid-19 pandemic is using the case study research method. The selection of case studies as a research method is due to the uniqueness of the reality observed by researchers, where researchers find the uniqueness in this study is that entrepreneurs who are members of the disability community, these entrepreneurs are able to survive amid the covid-19 pandemic and able to diversify products. This is in line with the definition of the case study submitted by Creswel, namely a case study is an exploration of a bounded system or a case or multiple cases over time through detailed, in-depth data collection involving multiple sources of information rich in context. The context of the case involves situating the case within its settings, which may be the physical setting or the social, historical, and economic settings for the case. The focus may be in the case that, because of its uniqueness (Creswel, 1998).

Result and Discussion

SWOT Analysis	Item
Strength	<ol style="list-style-type: none">1. Want to learn something new2. Persistent3. Do not give up when experiencing failure4. Family and husband support5. Cooking hobbies6. Intention to open a job for others
Weakness	<ol style="list-style-type: none">1. There are strong competitors with the same type of business2. Socio-economic conditions affected by the co-pandemic3. Lack of capital
Opportunity	<ol style="list-style-type: none">1. Capital assistance from husband2. Cooking ability3. Having a chef as a tutor4. Have friends who help in the process of applying internet marketing5. Have friends who help make photos for promos
Challenge	<ol style="list-style-type: none">1. Environmental stigma2. Limited capital3. The socio-economic condition of the community that is currently in decline4. Knowledge and technological capabilities related to internet marketing5. Paying employees in full when working time is designed part time/in rotation

Based on the results of the SWOT analysis on the Weakness aspect, it is known that there are strong competitors with the same type of business, socioeconomic conditions affected by the pandemic covid, and the lack of capital. The strongest competitor is a business that is engaged in the culinary field with the same type of food that is Chicken Geprek. Coincidentally, the business competitor is a well-known artist who has dozens of outlets throughout Indonesia.

Therefore, entrepreneurs with disabilities attempt to learn by seeking knowledge about overcoming business competitors. Until finally he found a mentor who provided knowledge about business positioning and product branding. Lack of knowledge about entrepreneurship is one of the challenges and inhibiting factors for entrepreneurship involvement (Abbas & Khair, 2017). After going through the process of learning from this business mentor, the disability entrepreneur is able to survive in business competition by using positioning in the form of allowing consumers to choose the desired part of chicken, lower prices, and a larger size of chicken than competitors.

The willingness to learn entrepreneurship from a person with a disability can actually be developed through various formal and informal channels. One of the formal education channels in Indonesia, which supports inculcation of attitudes and develops an entrepreneurial interest is vocational education. One of the goals of vocational education

is at the same time instilling high entrepreneurial attitudes and enthusiasm to continue to enter the workforce both as workers and as entrepreneurs (Haryanti, 2018). Vocational education for people with disabilities is the time to work on it seriously. This refers to a research finding that states that students with special needs surveyed have entrepreneurial intentions (Abbas & Khair, 2017). Through this effort, it is hoped that people with disabilities who often do not have special business skills as a result of limited education and employment opportunities (Mada, 2016), can be overcome through vocational education.

Furthermore, other findings from this research are challenge factors. There is an environmental stigma, capital constraints, socio-economic conditions of society, which is in decline, knowledge and technological capabilities related to internet marketing, and paying employees in full when working time is designed on a part time basis. The challenges faced by entrepreneurs with disabilities are consistent with statements that state attitudes and prejudices; limited access to initial funds; lack of relevant business knowledge and skills; low entrepreneurial awareness for people with disabilities; lack of access to training; lack of technological accessibility (Mada, 2016).

During the covid-19 pandemic, the socio-economic conditions of the community greatly affected the business continuity run by entrepreneurs with disabilities. However, entrepreneurs with disabilities are trying to continue to find a way out so that the business can continue to run. One of them is by diversifying products sold through internet marketing with full optimism. This is in line with the thought that states, the decision to start a business in order to increase personal income, is related to transparency competencies, initiatives and optimism (López-felipe & Valera, 2019). An optimistic attitude in doing business will provide opportunities for entrepreneurs with disabilities, to find a way out for any difficulties they face.

Optimism turned out to be a part of strength. The strength factors possessed by entrepreneurs with disabilities include: the willingness to learn new things, persistent, not despair when experiencing failure, family and husband support, and cooking hobbies that are appropriate to the type of business being undertaken, as well as the intention to open jobs for other people. The attitude of not being easily discouraged by entrepreneurs with disabilities, keeps him trying to run his business. Although on the other hand, there are many who doubt and instead suggest it to stop the business temporarily while observing market conditions.

Indeed, the decision to leave business due to lack of profitability is also influenced by emotional self-control, adaptability and achievement (López-felipe & Valera, 2019). That is, entrepreneurs with disabilities already have self-control and the ability to adapt to the business world, so that the lack of profitability does not necessarily make her give up.

In addition to the mental aspect which is also a strength factor is the opportunity factor owned by entrepreneurs with disabilities, namely in the form of capital assistance from husbands, cooking skills, having a chef as a tutor, having friends who help the process of applying internet marketing, and having friends who help make the photo for promo. Assistance from family and community institutions, as well as professionals, has been able to make entrepreneurs with disabilities survive and develop their business in the covid-19 era pandemic. This is in line with the thinking that the role of institutional factors in the development of social entrepreneurship, which is one mechanism for implementing social support for people with disabilities (Plotnikov et al., 2019).

The study of competencies in entrepreneurship and transmission through training is a determining factor that can have a positive impact in promoting the collective inclusion of people with various abilities in the current work and business environment (Casado & Casaú, 2019), including entrepreneurs with disabilities. The lack of inclusive business culture in Indonesia is also felt by entrepreneurs with disabilities. They often deal with condescension from the environment, including doubts about the abilities obtained from the attitudes of employees. In fact, elements such as ownership, seniority, the amount of employees, are elements that affect personal, professional, economic, and status motives. This can be used as motivation. The motivation is a key factor for understanding entrepreneurship (Capitán & García, 2019). This means that self-control and the environment, including employee control, is one of the social competencies that is closely related to entrepreneurship sustainability. This is consistent with the results of the study which states that there is a significant relationship between social competencies involving dimensions of service orientation, entrepreneurial conditions and business neglect factors (Lloret & Bañon, 2019).

A study shows that the majority of people with disabilities need training for various skills to show their integration in the community, in addition to getting benefits (Nasimiyyu, 2013). Therefore, entrepreneurs with disabilities. Need to have financial and management skills. The urgency of skills in finance is recognized by entrepreneurs with disabilities which states that: “there are times when I forget to record small routine expenses, so financial balancing is often an obstacle”.

With the covid-19 epidemic, it has caused an increase in unemployment, which also has a negative effect on people with disabilities. This situation tends to impoverish people without employment opportunities (Friso & Caldin, 2014), including those with disabilities. Therefore, entrepreneurship is often a profession that is often chosen by people with disabilities. This is due to the limited opportunities for people with disabilities to be able to work as employees in the formal sector (Hafiar, Setianti, et al., 2019).

Indeed, disability is not an obstacle to participating in business (Nasimiyu, 2013). However, banking services are important for them to start an entrepreneurial business (Hafiar, Subekti, et al., 2019). However, banking services are important for them to start an entrepreneurial business (Raja et al., 2015).

Another opinion states that people with disabilities often experience difficulties in financing companies because of limited personal financial resources such as savings, and environmental distrust and discrimination from the bank (Mada, 2016). So that financing for entrepreneurship carried out by people with disabilities must be carried out without dependence on other parties, including capital problems, because of discrimination faced by people with disabilities at various levels, and various legislative and social obstacles (Singh, 2017). However, for now, microcredit has become a popular instrument to promote economic empowerment among poor entrepreneurs, and it is increasingly recommended to improve economic rehabilitation among people with disabilities (Mersland, 2005).

The success of entrepreneurs with disabilities is inseparable from the efforts of business promotion and marketing. The types of promotions carried out include:

1. Friday blessing for online motorcycle taxis, scavengers, beggars
2. Instagram promos
3. Marketplace promos
4. Maintain after post shipping
5. Make a product photo using the services of a professional photographer

Having a promotional idea to increase the marketing value of the business they run, is inseparable from the ability of entrepreneurs with disabilities to use technology in the form of internet marketing. Therefore, in an effort to support people with disabilities, it is important for them to have access to all the technology they need to operate their business (Mada, 2016).

Conclusion

Disability entrepreneurs are able to compete with other business people, even their enthusiasm for learning has made them open the boundaries, obstacles and resistances they face. Based on the results of the SWOT analysis found in the aspect of weakness is the existence of business competitors who are socially and economically far more established, but they can cover it with the strength they have, namely the spirit of learning, it is not easy to become discouraged when facing failure and also support from family and community. In addition to these factors, there are other factors that can become opportunities for the development of culinary business undertaken by disabled entrepreneurs, including cooking skills, having a chef as a tutor and a disability community that helps develop their business through digital marketing.

Another real challenge faced by disability entrepreneurs is the existence of the Corona pandemic. Entrepreneurs are so persistent in maintaining their business and not terminating work relations with their employees. Therefore, entrepreneurs run a strategy of Efficiency, Creative and Healthy. The efficiency strategy is carried out by closing one of the outlets and making an employee entry schedule so that no employees are affected with laying off. Corona has made entrepreneurs more creative by developing frozen food, and even one of its frozen food products is a best seller. The last strategy she made was to build customer confidence that her culinary business was healthy, therefore the entrepreneur asked her employees to wear masks while working and provide hand sanitizers in their stalls. The strategy is supported by promotional steps through social media, fostering relationships with consumers through WhatsApp, making product photos using professional marketing services.

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