

Network Marketing Business Immersion

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Abstract – The Covid-19 (C-19) pandemic has altered the way network marketers conduct business. Since 2016, they have formed a community that brings together people who want to be entrepreneurs and are trained to run networked businesses through the digital realm. The goal of this research is to describe and explain the phenomena that occur. Many people aspire to be entrepreneurs or independent business owners, particularly those who desire time and location freedom. To realize this desire, they must be able to let go of their attachment to running a business. To collect 14 research subjects, the researcher used a qualitative phenomenological method. They are people who have successfully run this networked business in the digital realm. The information gathered from them is then processed, interpreted, and organized into a series of themes. Based on a number of these themes, it was discovered that they were able to change their mindset, apply a creative and sustainable mindset, and integrate into the network. As a result, they received ratings ranging from producer silver to emerald. They have a wide variety.

Keywords – Entrepreneurship, Mindset, Networked Marketing, Networked Business

I. INTRODUCTION

As we approach the early 2020s, the C-19 outbreak has changed many things. For example, changing the way businesses are done (Mahbubah, 2021), which has a broad impact on community activities and government policies (Rizal, 2021), lowering the income of the MSME sector (Suryani, 2020; Nalini, 2021), and implementing early childhood education, which cannot be done well (Satrianingrum, 2021). The banking industry also faced liquidity issues as a result of many customers' reduced income, which resulted in an inability to pay credit installments. This compelled banks to engage in credit relaxation and restructuring to provide debtor relief.

Who had a decrease in income (Sukerta, 2021)? Furthermore, the property industry was impacted (Dewi, 2021), as was a significant drop in share prices (Winanti, 2021). However, amid the C-19 storm, business people discovered various ways, business tips, strategies, or methods to survive and continue running a business that they believed would provide maximum profits. The use of social media for network sales is effective enough to increase turnover and capital turnover. Many business owners sell through social media platforms such as Instagram, Facebook, Telegram, and even WhatsApp.

Because sales are made indirectly, businesspeople develop them by establishing networks. They innovate by creating a series of digital content to expand their network. As a result, it necessitates several skills not found in the previous marketing concept. Businesspeople cultivate and employ a distinct trading mindset. They frequently use affirmations (Subiyono, 2015), the law of attraction (Byrne, 2006), or the law of projection (Nasrullah, 2018), and practice changing mindsets. Aside from that, they must integrate themselves into the business network in which they are involved.

Previously, many studies on self-assimilation were conducted to uncover social phenomena in society. For example, immersing yourself in a new social environment. They arrive with awareness, sensitivity, competence, and cultural humility (Sugandi, 2021). However, little research has been conducted on the incorporation of business people into network marketing. The majority of network marketing research focuses on success rather than how people become successful (Cardenas, & Tarkovsky, 2018; Bosley, et.al, 2020).

Individualist networked business people strive for financial independence. As a result, this research will reveal the phenomenon of doing business in network marketing and the self-isolation of these business people. They are distinct business people with diverse backgrounds, education, and attitudes. They have spent thousands of hours using various management tools to achieve financial freedom. This paper investigates the phenomenon of doing business for those who are members of a network marketing community with tens of thousands of individual businesses. Many of their business leaders have received the highest ratings for network marketing in Indonesia.

II. LITERATURE REVIEW

2.1. Network entrepreneurship

In the context of doing business, these entrepreneurs run their companies independently and autonomously. Referring to the business experiences of network marketing authors such as Clason (2014), Kiyosaki (2016), Siebold (2014), Cardone (2018), John (2016), and Buffett and Cunningham (2015). They demonstrate that a business can be run without having to interact with many people. Businesses can be run simply by utilizing the existing network, developing it, and profiting from its existence.

Other skills, such as how to build a network and connect to other networks, are required to run this network-based business. They must also be able to assemble a dream team for entrepreneurship and create operational plans. Following that, independent businessmen must consciously enter and merge into the network to be connected. Network marketing is a business method that involves marketing a product or service through a tiered or networked system.

Some businesses use it when selling directly to end users. Individuals who act as distributors make sales and can then recruit the next individual distributor. Distributors are paid commissions on both direct sales and sales made by distributors in their group, allowing them to build their own independent sales force. This method is very appealing because it has the potential to create many new multi-billionaires as well as distribution channels that are not affected by recession or inflation. Furthermore, high growth rates occur in many developing countries as a result of this method (Reingewertz Y, 2021).

Inflation and the pandemic had little impact on marketing activities. Online presentations, such as making virtual presentations on social media, distributing presentation materials, introducing products, and so on (Beek, 2019), are marketing and sales activities that are not affected by location or time (Anne T., 2016). This has the potential to pique the interest of teenagers and students looking to develop their entrepreneurial spirit (Puspitasari, Indrawati, 2018). Women want it as well (Litiaková, I., & Jarkovská, L., 2014; Wilson, A, 2020). These network marketing distributors are frequently referred to as independent business owners (IBO). They are unpaid workers. They earn money by selling products and recruiting others to do the same to become IBO (Cardenas, D., & Tarkovsky, V., 2018). Amway was the first to introduce and popularize it in 1959 (A. M. Mariadass and S. C. Choy, 2012), and it has since been followed by several businesses.

2.2. Incorporate into the network

Melting is a method of entering a system to maximize what is desired. Melting is a self-concept in which a person enters a space from an emic perspective. This demonstrates that the individual came prepared.

Entering and immersing oneself in a new environment is a social reality that will result in organic social change (Sugandi, 2021). Specifically, a process of rearranging the various frames of disadvantaged people based on three interconnected principles (Ong, J. A., 2017). If an independent businessman enters a new social environment, he must be able to serve through humble scientific thinking, free of arrogance, doubts about certainty, and curiosity, and not closing himself off to new opportunities. When someone exits scientific mode, the cycle of rethinking is broken. Self-isolation is essentially deciding a new social environment based on existing and useful evidence, rearranging ways of thinking (Grant, 2021), and easily adapting to the rhythm of a new location. Success appears when endurance is greater.

The capital era (capital scene), as it is today, melts through complex systems thinking (Triharini, 2021), allowing

networked businesses to survive and thrive. Systems thinking is a holistic approach to analysis that focuses on how a system's parts are interconnected and how a system works over time within a larger system context. Systems thinking is a method for investigating the circular economy and the circular business model as a whole. Isn't the circular business model a source of leverage? Only on inventory, but the revenue stream is more important. Several categories will generate leverage points. One of the most potent categories is a mental shift (Robinson, S., 2022).

A mindset is a person's tendency to believe in their abilities, intelligence, and talents (Weck, 2020). Weck divides mindsets into two types: fixed mindsets and growth mindsets. The next growth mindset evolves into a sustainable mindset. This mindset focuses on the learning process to create long-term problems (Kassel and Rimanoczy, 2016). The context is understanding the interconnectedness of healthy ecosystems and thriving societies, as shaped by personal values and business goals. This is useful for assisting business people in analyzing complex business challenges to come up with genuine problem-solving innovations. This mindset is expected to be able to break away from traditional management disciplines by integrating business ethics, entrepreneurship, environmental studies, systems thinking, self-awareness, and spirituality in the context of the dimensions of thinking (knowledge), existence (values), and action (competence) (Kassel, Kerul, & Rimanoczy, 2018).

III. RESEARCH METHOD

The study was designed qualitatively. The developed method is a phenomenological qualitative method, as recommended by Neubauer, B.E. et al. (2019) and Groenewald, T. (2004). The goal is to describe the meaning that independent business owners have about their experience doing business in network marketing. Concentrate on the phenomenon, the network's independent business community's shared experience. To that end, researchers collect data from independent distributors and develop the nature of their business.

Participants in this study are network marketing actors. They are made up of self-made businessmen who have achieved a certain level of success. Table 1 shows that 14 people were chosen. Their selection is based on their accomplishments (ranking in network marketing business). There were two women and twelve men. Age was not obtained. Their average age ranges from 25 to 60 years. Their professional and academic backgrounds

Table 1. Independent business people who are used as subjects

No.	Code	JK	Achievement	Achievement	Profession
1	AN	L	Founders Platinum	Diploma	Bank employees
2	SO	L	Silver Producer	Senior High School	Small traders
3	RO	L	Founders Ruby	Diploma	Online sword
4	RH	L	Silver Producer	Junior High School	Bricklayer
5	AM	L	Founders Platinum	Diploma	Factory worker
6	DE	L	Ruby	Bachelor	Factory worker
7	AK	L	Bronze Producer	Diploma	Office workers
8	EK	L	Silver Producer	Bachelor	Office workers
9	DI	P	Silver Producer	Bachelor	Housewife
10	YU	P	Founders Platinum	Senior High School	Housewife
11	AL	L	Silver Producer	Diploma	Trader
12	AS	L	Founders Platinum	Bachelor	Boarding School caretaker
13	VI	L	Silver Producer	Bachelor	Contractor
14	CH	L	Founder Emerald	Senior High School	Farmer

Source: processed by the author (2022)

IV. RESULT AND DISCUSSION

These business leaders can transform workers or employees in the left quadrant into independent business owners in the right quadrant (Kiyosaki, 2002, 2020). They are obsessed individuals (Cardone, 2016) who believe they are already wealthy (Siebold, 2013; Bach, 2003) because they possess the necessary knowledge (Wattles, 2012). Their first achievement is to be designated as a Silver Producer (SP). This stage, also known as the 21% break, takes an average of 2-3 years to reach. They will plan marketing in a way that differs from traditional business concepts. They must first find and then sponsor, a sponsor.

Sponsorships help this company thrive.

The following are the stages of running a networked business.

1. Change your frame of mind.
2. Pay attention to the result rather than the means.
3. Collaborate with a large number of people.
4. Maintain constant momentum.
5. The ability to create triggers at any point in time.
6. Always start with the end in mind.

Networked business is an interesting business concept. Many people are preoccupied with their level of achievement. They engage in a variety of activities to change their fortunes and become wealthy and financially independent. They transformed from not knowing about business activities to being open and interested in a relatively short period, and as a result, they achieved financial freedom in a relatively short period. In as little as 2 - 5 years, they can become wealthy with a high monthly income. The company is legally registered, rated A, and halal certified. Independent business owners (IBO) sell in accordance. Since 2016, this business has been run by a group of successful people through a very different model, namely by adopting information technology developments, especially on digital channels, such as WhatsApp, Telegram, Facebook, and Google applications. The digital communication standards developed refer to standards that can be accessed by everyone or are open-licensed.

Furthermore, using open communication standards, business leaders who have achieved platinum and emerald ratings, develop their businesses through a series of methods and means that are fully networked. They call this method dBACA. Using this method, manual books are compiled, as well as digital meetings through the zoom stage called SSM (Special Saturday Motivation) every weekend and SIKD (Digital Leadership Inspiration Seminar) every six months, namely in November and May. Each implementation of SIKD is carried out for two days and every day lasts 8 (eight) hours. SIKD presents business people who have passed the silver producer stage to the emerald rank.

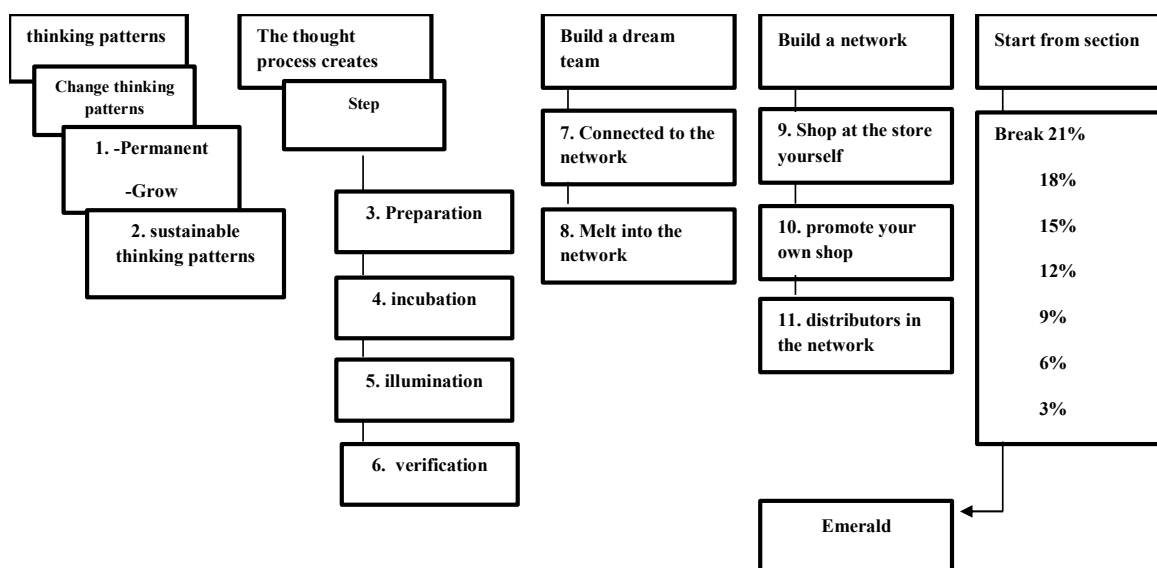


Figure 1. The Process of Merging Independent Business People

4.1. Change Mindset

The most difficult aspect of running a business with a network system is changing mindsets. To be able to change mindsets, the creative thinking stage must be completed. They combine and enter the four thought-creating processes, just like artists, musicians, and other inventors (Laverty & Little, 2020; Ferdiani, Manuharawati, & Khabibah, 2022). Following the

ability to adapt and carry out the four stages of creative thinking, the next step is to form a dream group. Prospective business owners participate in the learning process in this group (school of business). This group's members are self-selected. Their chances of survival, however, are heavily influenced by their intentions and motivation, as well as their resistance to digitally executed processes.

The next step is to build a network and connect to it. At this stage, prospective business owners will join the network. They obtained sponsors before replicating. Before meeting this networked business, a platinum founder stated that he was a banker with a pesantren educational background. Experience has shown that the first stage of achieving business success is to improve one's mindset. Because the subconscious mind will serve it automatically if the mindset is correct. Changing one's mindset while remaining focused. In other words, if someone moves from one business to another (due to a change in circumstances),

4.2. Focus on the goal, not the means

Learn from the Stockdale Paradox (Collins, 2001) that great people disregard facts; what matters is that decisions are carried out until they are successful. If the goal is not met, something must be changed, either the mindset or the action, or both. All facts are neutral until we respond to them, at which point they become non-neutral. Whatever the facts are, if we have the right mindset, we will be able to rise and take good/different actions. Another silver producer explained that there must be a trigger to move forward with this networked business. In contrast to the previous story, this participant has run a variety of businesses, from being an employee at several companies to opening an angkringan stall.

4.3. Work with lots of people

A networked business is run personally and independently, with no regard for time or location. Nonetheless, this endeavor is impossible. Succeed without the participation of a large number of people To earn the title of silver producer, a successful businessman must be able to hire people below him (downline) as both marketers and product users. Because sponsorship and duplication will help the company grow. As a result, developing a strategy for recruiting those who will be sponsored is critical.

Working with a large group of people, even if they are not all known to you, is a necessary skill (Giblin, 2004). Someone will be interested if they have seen the evidence obtained through the purchase and use of the products being sold. This concept is intended to demonstrate what is used in everyday life. Selling is self-evident. These distributors spend money on products ranging from IDR 250,000 to IDR 750.000, - per month. High-quality concentrated product. They become loyal customers. They then promote recruiting and sponsor potential parties to buy and become members, and then sponsor and duplicate again. This company thrives on good communication, human nature recognition, glorification, mutual respect, and the ability to make everyone feel important. A business cycle that offers numerous advantages.

4.4. Always be able to create a trigger

To survive and grow this business, it is necessary to have triggers that will act as a driving force to keep moving forward with running a networked business, namely strong reasons, and dreams. Following the mentor's advice at the start of the program, this participant began by writing down 100 dreams. Even though the process of writing the dream faltered, this participant concluded that, in essence, we are successful humans because we are champion sperm that have managed to beat millions of others to fertilize an egg. Individuals who consistently try and are capable of defeating themselves can achieve success (ego). In contrast, traditional business faces "very cruel" competition from both external (capital) and internal sources.

Whatever a businessperson's current position is, there is always room for improvement and success as long as they have the will, confidence, and perseverance. Furthermore, talented people are frequently passive and lose to diligent people. Dreams, motivation, and consistency are the most important factors in determining success in a networked business, including prospecting. Even if they do not truly master information technology, as required by this method, these participants can still maximize Organic FB to capture prospects with the Bio-Link additional application due to their dreams and strong motivation.

This participant also regularly broadcasts to the frontlines/downlines to foster team unity. Spiritual practices are also very important.

4.5. Start with the end.

Network marketing success is predictable. The following speaker is a successful business leader with a unique story. Beginning as networked businessmen, these participants run this business for nearly five years until they achieve the platinum founder designation. This company is run while the owner is still employed at a factory in Bekasi. Even though there is a policy in place. Employees at his workplace are not permitted to carry cell phones during working hours, so he sometimes uses the bathroom as the "most comfortable" place to fill out forms or respond to short messages from group members and potential members.

Networking is a numbers game. This corresponds to the 10,000-hour theory (Gladwell, 2009). His spirit is that success is the result of perseverance and hard work, rather than something that happens overnight (instant). If we divide 10,000 hours in a networked business, we will find the time required to succeed. If 10,000 hours are converted into planting activities, the success metric will be reached in 3.4 years (=10,000 hours: 8 hours = 1.250 days = 1.250

4.6. Success model in networked business.

- Success (financially free) - (Y)
- Growth and sustainable mindset - (X1)
- Focus on the goal - (X2)
- Skill to work with many people - (X3)
- Always keep the momentum going - (X4)
- Creating triggers - (X5)
- Start with the end - (X6)

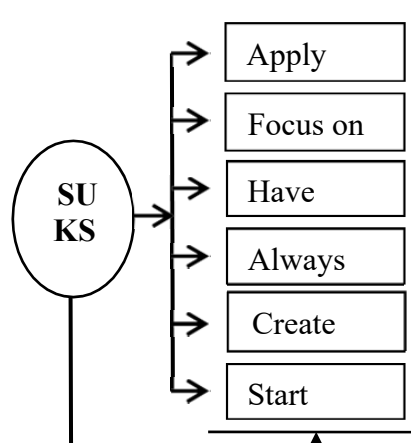


Figure 2. Model of success in the network marketing business

With the mathematical model:

$$Y = \beta_s + \beta_{\&} + \beta_2 + (+\beta) + \beta_* + \beta_+ + \epsilon$$

Success in a network marketing business depends on changing mindsets, focusing on goals, having the skills to work with large numbers of people, always keeping the momentum going, being able to create triggers, and starting with the end.

V. CONCLUSION

It was discovered that network marketing independent businessmen began doing business by changing their mindset. They then merged into the network marketing system. They need 2 to 5 years to succeed. The network marketing industry employs the best business practices. Because this is where the aspiring businessman should be (entrepreneur).

VI. SUGGESTION

Because this study uses qualitative methods, no quantitative measures are used. The significance is carried out by referring to the accomplishments of business people, namely silver producers and emerald founders. As a result, additional research using a quantitative approach, such as later dividing the achievements of independent businessmen as a sample, can be suggested.

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