

Netnography Study on Chinese Business Success in Indonesia

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Abstract

Chinese businesses can thrive in Muslim-majority countries like Indonesia. This study aims to analyze Chinese business people's success and netizen behavior on content about the success of Chinese business people in Muslim-majority countries. Qualitative methods with a netnographic approach were used in this study. The data extraction process uses Newsletter and NVIVO software. The sample was taken from 12,451 netizen comments from 5 selected video content on the YouTube application. This study's results are about words often discussed in the comment column, netizen sentiments, and NVIVO coding results regarding netizens' perspectives on the principles of Chinese business success in Indonesia. The novelty of this research is that it offers an assessment using netnography and analyzing netizen behavior toward the success of business Chinese. The researcher suggested that further research can discuss the key to business success in other countries because each nation has values influencing business running.

Keywords: Netnography, Principles of Success, Chinese Businessman

Abstrak

Bisnis orang-orang Tionghoa dapat berkembang sangat pesat di negara mayoritas berpenduduk muslim seperti Indonesia. Penelitian ini bertujuan untuk menganalisis kesuksesan pebisnis Tionghoa dan menganalisis perilaku netizen pada konten-konten mengenai kesuksesan pebisnis Tionghoa di negara berpenduduk mayoritas muslim. Metode kualitatif dengan pendekatan netnografi digunakan pada penelitian ini. Proses ekstraksi hingga pengolahan data menggunakan software NAWALA dan NVIVO. Sampel yang diambil sebanyak 12.451 komentar netizen dari 5 konten video terpilih pada aplikasi youtube. Hasil dari penelitian ini yaitu mengenai kata yang sering dibicarakan dalam kolom komentar, sentimen netizen, dan hasil coding NVIVO mengenai perspektif netizen terhadap prinsip sukses bisnis Tionghoa di Indonesia. Keterbaruan penelitian ini yaitu menawarkan pengkajian menggunakan netnografi dan menganalisis perilaku netizen terhadap kesuksesan pebisnis Tionghoa. Peneliti menyarankan agar penelitian selanjutnya dapat membahas mengenai kunci sukses bisnis negara-negara lain karena setiap bangsa memiliki nilai-nilai yang turut berpengaruh dalam menjalankan sebuah bisnis.

Kata kunci: Netnografi, Prinsip Sukses, Pebisnis Tionghoa

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1. Introduction

Businesses run by Chinese people are interesting to study, especially in a Muslim-majority country like Indonesia. The reason is, that the development of businesses run by the Chinese people at the world level is growing very fast in many countries, which even have different cultures. Various studies on Chinese business success are still

widely carried out to this day. Some of the keys to Chinese business success have been documented in several studies.

First, information management in business in China is very good. This information plays an important role in regulating market behavior and promoting the development of a stable market economy (Ameng, 2021). In addition, information in business also plays a role in growing the economy quickly and solving social problems. Second, education in Chinese business in countries outside China has been continuous (Jelonek et al., 2020). The large number of Chinese citizens in various parts of the world has initiated establishing an international education system or business school by prioritizing business programs to create sustainable Chinese business development.

Third, the close social network of *guanxi*. In Chinese, *guanxi* means connection. The term *guanxi* usually refers to a specific interpersonal relationship characterized by a mutually beneficial relationship (Ulusemre, 2022). In China's socialist market, *Guangxi* is divided into two things, namely business to government and business to business. In the Chinese business world, this *guanxi* will make it easier for a business to collaborate with other businesses or get support from the government. Fourth, the adoption of digital platforms and online marketing strategies in China is spreading rapidly to the level of small and medium enterprises (SMEs). The increase in online sales in China is carried out through three things, namely e-commerce, social media, and personal networks. With these three things, the customer of a product can be controlled (Zhang & Erturk, 2022).

However, China's business is certainly not easy for other countries to imitate. The reason why China's business strategy is not easily adopted by other countries is usually due to cultural barriers and attitudes (Zhang & Erturk, 2022). This study is interesting because it will study how Chinese businesses are successful in a Muslim-majority country. This research will certainly contribute to developing business in Indonesia because it can analyze the possibilities in the adoption of business strategies carried out with solutions.

The formulation of the problem in this study is how is the success of Chinese businesses in Muslim-majority countries. And how do netizens behave on content about the success of Chinese businessmen in a Muslim-majority country?. From the formulation of the problems that have been formed, the purpose of this research is to analyze the success of Chinese businessmen in Muslim-majority countries and analyze the behavior of netizens on content about the success of Chinese businessmen in Muslim-majority countries.

This research is important to carry out because it has a contribution for several parties. For academics, this study presents empirical findings regarding the success of Chinese businessmen in countries with Muslim marotic populations. For the government, this research can help in making regulations to encourage the growth of businesses in Indonesia by studying the success of Chinese businesses. For the public, it can provide insight into the behavior of netizens towards content about the success of Chinese businessmen.

The novelty offered in this study is twofold. First, this study offers an assessment of the success of Chinese businessmen using netnography. The netnography approach is still rarely used to analyze the topics raised in this study. Second, this study can analyze the behavior of netizens toward the success of Tionghoa businessmen.

2. Literature Review

Netnography is a combination of two words, namely the internet and ethnography. Netnography is defined as a methodology in qualitative research that adopts ethnographic research techniques to describe the picture of society and culture realized through communication in internet-based computer media (Kozinets, 2010).

Just like ethnographic studies, this research aims to generate a systematic narrative about the behavior and mindset of actors in a particular culture, organization, or community (Hartono, 2018). In ethnographic studies, data are generated from the balance of discourse and behavior during face-to-face meetings. Meanwhile, in the study of netnography, the data is based on textual observation of discourse.

Another difference between ethnography and netnography is in their unit of analysis (Kozinets, 2015). In the study of netnography, the unit of analysis is not a person, but a behavior or action. In linguistic philosophy, posting text on a computer is a social act or communicative act with language games, so researchers must recontextualize the act of conversation.

The challenges faced in netnography research are different from traditional ethnographic research (Kozinets, 2010). In the study of netnography, conversations occur through computer mediation, conversations are posted for general users to read, data in the form of written text, and the identity of the person speaking is much more difficult to distinguish.

3. Research Methods

This study uses a qualitative approach with the netnography method. In this study, the social media used is Youtube. The scope of this research is to explore netizens' comments on YouTube to answer the research questions that have been prepared. The population in this study was all comments on "Chinese Business" themed content on YouTube.

The sampling technique in this study uses purposive sampling. Purposive sampling is a sampling technique using certain criteria (Cooper & Schindler, 2014). The criteria used for sample selection is that the number of viewers on the content must be more than 50,000. The reason for using these criteria is, with many views on social media, of course, the media is considered to have a good reputation.

A total of five video contents sampled in this study have the following titles in Bahasa Indonesia:

1. *Lagi viral! 7 Rahasia Bisnis Orang Tionghoa | Pengusaha Sukses*
2. *5 Rahasia Mengapa Orang China pada Kaya*

3. *5 Rahasia Sukses & Kaya orang Tionghoa*
4. *Prinsip Sukses Pengusaha Tionghoa*
5. *10 Rahasia Kenapa Orang Tionghoa Kaya (Dan Sukses)*

A breakdown of the number of viewers and comments for each video content is presented in the following Table 1.

Table 1. Sample Data

No	Source	Total Audience	Total Commentary
1	Tom Mc Ifle	683,801	978
2	Deddy Corbuzier	4,288,994	9,066
3	Hendra Hilman	136,559	252
4	CNN Indonesia	61,968	316
5	Akino W Azzaro	1,102,237	1,839
Total		6,273,559	12,451

With the sampling technique used, five contents were selected according to the criteria that had been determined. The analysis was carried out with netizens' comments extracted with the Newsletter software. Not all data can be extracted by software. Newsletter software can only extract comments in the form of sentences, while comments in the form of emoticons or symbols cannot be extracted. The details of the data that are the object of this study are presented in Table 1.

The data collection carried out in this research is through the data mining process. The data mining process is carried out using Newsletter software. This web-based software is developed with PHP programming and a MYSQL database. Words taken from the computer are taken from the Great Indonesian Dictionary (KBBI) database.

At the data analysis stage, the results of the study are associated with the literature to answer the research questions that have been determined at the beginning of the research. The data analysis process is also carried out by interpreting the results of data processing using NVIVO software.

The software can store ideas in data-rich documents, connect data with research, and explore them in visual models. NVIVO software is used for qualitative analysis. The initial stage in processing this data is coding. The coding process is carried out in three stages (Pramanik et al., 2019). First, open coding, i.e. meaningful property derived from a piece of related information in the context of the blue economy. Second, Axial coding, which is the properties created in open code are grouped so that they form a category of siblings based on similarities and differences. Third, selective coding, i.e. Sub-categories that exhibit similar properties are grouped under a common core category and labeled as concepts.

4. Results and Discussion

Netizen trend comment

The results of this study show that many words often appear in comments processed through the word frequency feature on NVIVO. These results explain the success strategy of the Chinese that Indonesians responded to through the comment column.

[illegible][illegible]

Figure 1. Word of Cloud on Sample

The trend that became the discussion of netizens in the comment column was also presented in the form of a word-of-frequency Table 2.

Table 2. Word of Frequency

No	1 st Video	2 nd Video	3 rd Video	4 th Video	5 th Video
1	Rich	Rich	Tionghoa	China	Success
2	Success	Tionghoa	Indonesia	Rich	Rich
3	Work	Indonesia	Success	Work	Tionghoa
4	Stingy	Success	Rich	Indonesia	Knowledge
5	Economical	Business	Work	Money	Useful
6	Effort	China	Entrepreneur	Tionghoa	Study
7	Entrepreneur	Knowledge	Modal	Descendents	Healthy
8	Descendents	Time	Corporation	Effort	Effort
9	Capital	Work	Privilege	Save	Diligent
10	diligent	Giving	Business	Work	Money

The interesting thing about this first video comment is that the word "work" appears frequently, even occupying the third highest number after rich and successful. In other words, the key to the most wealth and success that netizens call is hard work, or *workaholic*. Although there are many controversies in studies on organizational behavior, the workaholics of the Chinese people turned out to be the biggest key to success.

The shift in organizational behavior science in recent decades has also shifted *the position of workaholics* to be the best way to achieve success. Currently, the concept of work-life balance is more widely offered to get better performance in a business. In the literature, this *workaholic* concept began to be known by the public starting in the 1960s. *Workaholic* is defined as a concept of addiction to work (Negura et al., 2023). The concept of *workaholic* was first coined by Wayne Edward Oates who is a pastor and psychiatrist in the book *Confessions of Workaholic: The Facts about Work Addiction*. In the book, it is explained about the characteristics of a *workaholic*.

A study stated that the more *workaholic* a person is at work, the more psychologically it will decrease work engagement in the work at hand (Mäkikangas et al., 2013). This is reinforced by another study that states that *workaholics* without paying attention to *work-life balance* will make an individual vulnerable to stress and minimal interaction with family members (Ruiz-Garcia et al., 2022).

In the second sample video, the most common words after the words Chinese, rich, Indonesian, successful, business, and China are science. The word knowledge is the key word about how the people in Indonesia achieve their success. In some literature, the enthusiasm for acquiring business knowledge is what opens up opportunities for Chinese businessmen to achieve innovation in business (Iqbal et al., 2023). Innovation is vital in business development because it will make the business life cycle sustainable.

In some literature, it is also stated that this science about business has a positive impact on business growth and acceleration (Lubishtani et al., 2022). This business

science includes expertise, experience, knowledge, and information. In the study, it is stated that good knowledge about a business will make the business grow faster.

Capital is the keyword mentioned in the third video as the key to the success of Chinese business in Indonesia. Although many studies say that capital is the key to success in business, of course, this capital is not solely in the form of capital in the form of money. Intellectual capital is very important for the running of a business (Truong & Nguyen, 2023). With the existence of intellectual capital, it is what makes a business able to dominate the existing emerging market.

The most important thing in looking at capital is to focus on the relationship between the capital owned (Fujita et al., 2021). There is a lot of capital owned by the company, ranging from money in the form of money, social capital, intellectual capital, human capital, network capital, and other capital. These capitals will be effective if business management can carry out synergy of relationships between capital.

The word heredity is highlighted in the fourth video in this study. It is undeniable that there are a lot of companies owned by businessmen in China that are relics of previous generations. In other words, family business is something that we often encounter in Chinese companies in Indonesia.

There are many advantages of a *family business*. One of the advantages of a family business is that this business is not only about reducing the company's capital or assets but more than that. Family business also lowers *parenting style* in business which has an impact on the management of a business (Liu et al., 2024).

What is the focus in the last video on the success of Chinese business in Indonesia is the things that are personality, such as learning, being healthy, and persevering. The *personality* in this study refers more to the habits possessed by Chinese businessmen in Indonesia. In other words, *the positive habits* owned by Chinese businessmen in Indonesia also influence the success of the businesses they run.

Good habits done by an individual will determine success in life (Kohyama, 2016). The habit of always learning, and living a healthy and diligent life which is widely discussed by netizens in the study is by the studies that become life success. With good habits, the *self-control* possessed by the individual will be good. In addition, good habits will activate the hormone oxytocin in the individual.

Netizens' Sentiment on Video Content

Netizens' sentiment analysis was carried out after knowing the frequency of words and word of cloud. By knowing the trend of conversation that is most often expressed in the comment column, the author can understand the pattern of netizens' responses. Furthermore, these comments can be mapped into positive and negative sentiments towards the business success strategies of Chinese people in the video that is used as a research sample. The frequency of positive and negative sentiments of netizens can be presented in the image below.

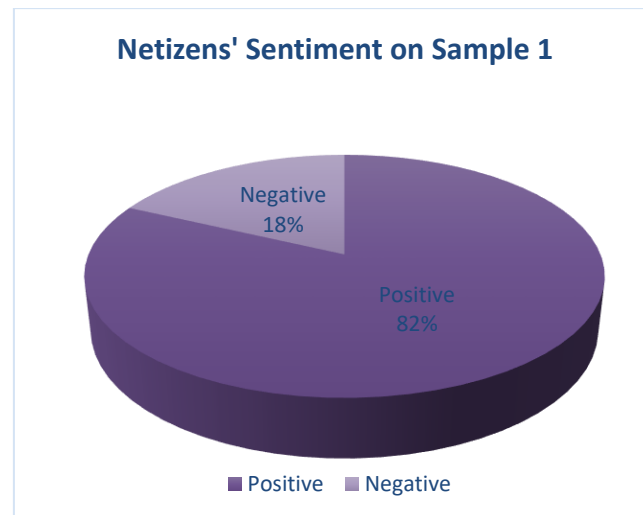


Figure 2. Netizens' Sentiment in Sample 1

The Figure 2 is the result of grouping comments based on positive and negative sentiments towards video sample 1. As many as 82% of netizens gave supportive and constructive comments and the rest gave comments in the form of disapproval of the material conveyed in the video. Here's an example of a positive comment given by one of the netizens.

"Grandpa Bob Sadino always wore shorts and t-shirts, sandals, but his rich man... Twisting Tajir... simple... Chinese people can get money from their work, saved in half.... and hard work, frugal life, clothes, and cars are not the main thing, if you eat rice, you must run out, nothing should be wasted...." (0113-1).

The example of positive sentiment that is quoted, is more about the personality of a businessman who is more directed towards success. In some studies, it is stated that personality and success are mutually influencing relationships. Individual personality does affect success, but it turns out that the success obtained by individuals also affects a person's personality (Hirschi et al., 2021).

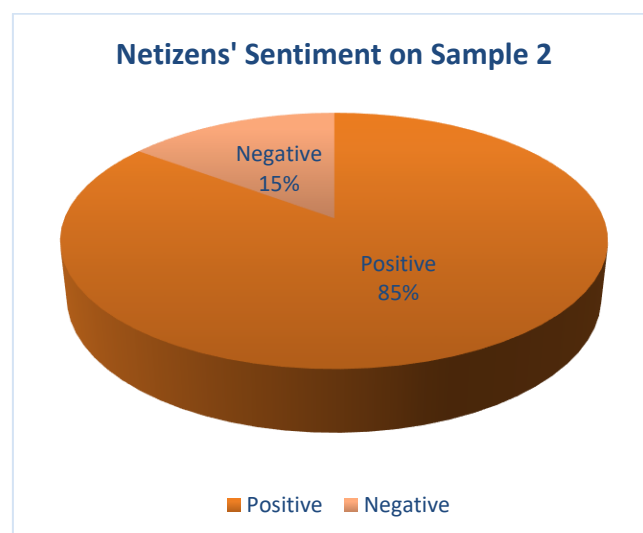


Figure 3. Netizens' Sentiment in Sample 2

Positive sentiment dominated the comment column more than negative responses. Comments that are constructive and supportive are 85% while 15% of comments contain disagreement regarding the content of the video submitted. An example of positive sentiment can be shown in the following comment snippet.

"Chinese people who have a commercial spirit are indeed great, salute but there are Chinese people who work in companies, including 1. He works to find knowledge and networking; he ends up going out and doing his own business Usually people like this are more honest in their work and good 2. Some work loyally and honestly until old age because they are usually more efficient than others, so they are hesitant to do various kinds of 3. Some feel at home working for many years and do not want to do their own business, maybe they can use the workplace to make a profit working with suppliers" (0701-1)

The positive sentiment in this study leads to the personality of Chinese businessmen who learn a lot and build a good network for their success. Several studies say that the creation of this network will ultimately open up various opportunities in the development of the business (Park & Kim, 2023). The openness of this network makes it possible for companies to collaborate with other companies.

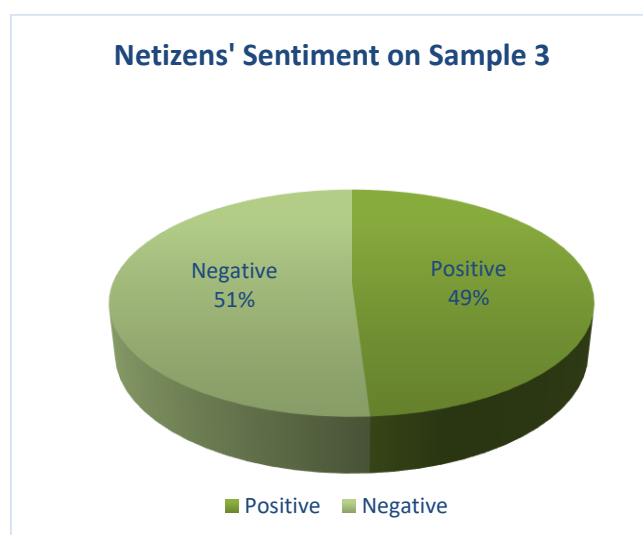


Figure 4. Netizens' Sentiment in Sample 3

Figure 4 shows that there are more negative comments than positive comments given by netizens to the sample video about the principles of success of Chinese entrepreneurs. As many as 51% gave negative comments. A snippet of negative comments given by netizens can be seen as follows.

"Buset from 0 by acquiring a company. It's different from ordinary people from 0 by selling 5 feet." (0923-5)

The analysis of the negative sentiment from this sample video is the ability to quickly accelerate business, with an equally zero starting point. Even though they are both zero, netizens expressed negative sentiments because zero means one individual and another individual are different. Zero for some people is zero in everything, in terms of material and non-material capital. But for some others, zero capital means zero

materially, but not zero in non-material capital. Sometimes the number zero is only interpreted as things that are material and calculated. There is a lot of capital in the form of others, which is non-material. As explained in the previous section, capital can be in the form of non-material capital, such as intellectual capital (Capatina et al., 2017), social capital (Keung & Cheung, 2023), and various other capital. In the Chinese community, social capital can be obtained from Guangxi which makes it easier for Chinese entrepreneurs to build networks (Wang & Yan, 2023).

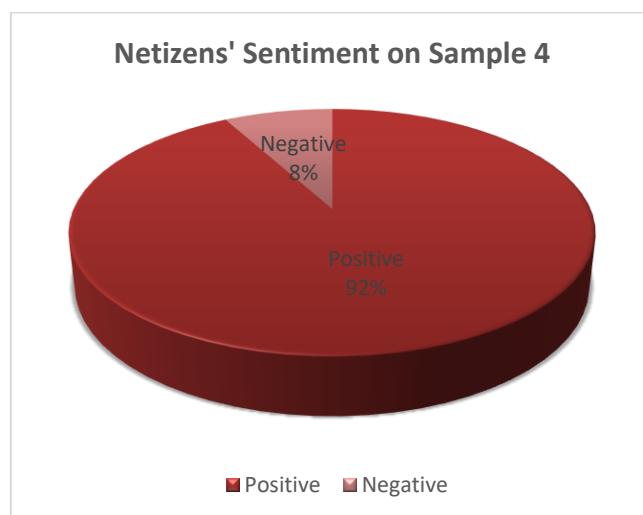


Figure 5. Netizens' Sentiment in Sample 4

Based on the display in Figure 5, it shows that netizens gave more positive comments, which was 88% than negative comments which were only 12%. Here are the positive comments given by netizens.

"In my experience, achieving success is a lot of decisive factors, but the most important thing is a good karmic accumulation or savings, supported by noble character and good efforts, also conditioned, for example, honesty, diligence, smartness, patience, and responsibility." (0301-5)

The video explains that having good karma is one of the keys to success in the business world. Good karma is supported by good efforts and positive traits such as honesty, diligence, intelligence, patience, and responsibility. The nature of honesty as conveyed by netizens in the quote is very interesting to study because honesty will depend on the emergence of trust in the business being run. Several studies have stated that this trust will maintain stability in business and long-term engagement between businesses and their various stakeholders (Deferne et al., 2023).

Based on the display in Figure 6, it shows that netizens gave more positive comments, which was 88% than negative comments which were only 12%. Here are the positive comments given by netizens.

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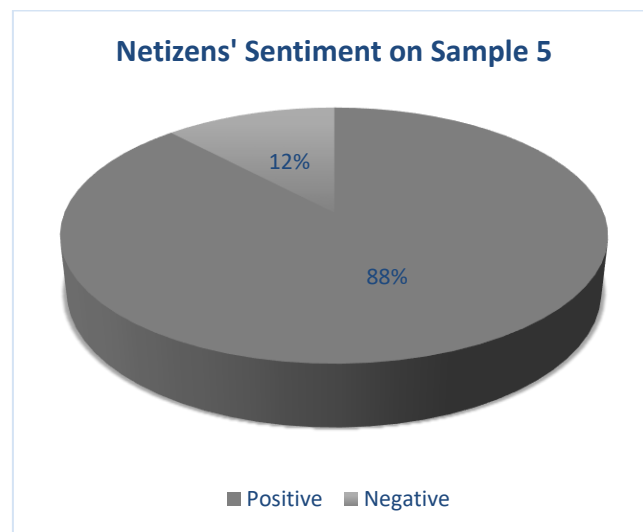


Figure 6. Netizens' Sentiment on Sample 5

The video explains that having good karma is one of the keys to success in the business world. Good karma is supported by good efforts and positive traits such as honesty, diligence, intelligence, patience, and responsibility. The nature of honesty as conveyed by netizens in the quote is very interesting to study because honesty will depend on the emergence of trust in the business being run. Several studies have stated that this trust will maintain stability in business and long-term engagement between businesses and their various stakeholders (Deferne et al., 2023).

Results of Netnography Coding on Netizens' Comments

Data analysis to find out the key to the success of Chinese people is carried out by classifying the principles written by netizens in the comment column. In 1 sample video, the comments that have been categorized are then calculated as a percentage to find out how much percentage of each principle is discussed by netizens. The keywords taken contain positive and negative diction by what netizens responded to regarding the key to the success of Chinese businesses in Indonesia.

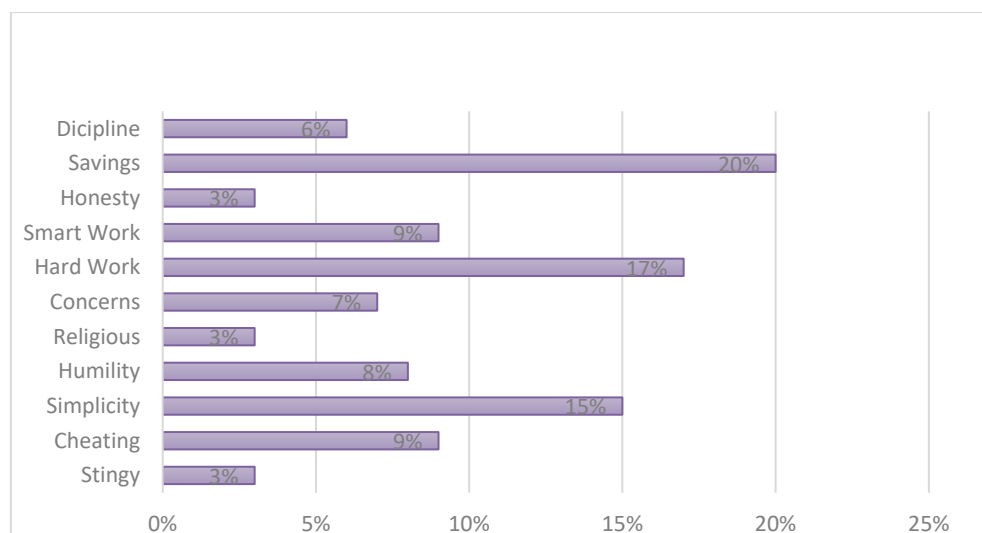


Figure 7. Sample coding results 1

The Chinese principle of achieving success is encoded in each node or category of comments presented in Figure 7. In the picture, it is summarized that the coding results of each principle have been categorized including discipline, thrift, honesty, smart work, hard work, concern, religious, humble, simple, cheating, and stingy. The principle that is most discussed by netizens is about the frugality of Chinese people.

The Chinese are known as people who have a frugal personality. In the picture above, the principle of frugality is the main characteristic that Chinese people have in achieving success, namely with a percentage of 20%. The narrative in the sample explains that Chinese people are very good at managing finances so they can be said to be frugal or economical. They understand what is used as an expense and what does not need to be spent. In reality, frugal behaviors can be shown such as eating out less, not easily falling into things that smell of entertainment, and the decision to buy a car at a cheaper price than prioritizing trends.

"Chinese people don't waste money to eat just to eat. Instead of being extravagant to eat, they prioritize their health through insurance" (0208-01)

The netizen's comment above explained that Chinese people buying food are not "jor joran" which means not wasteful. They are more concerned with saving and paying for insurance for future interests than having to buy something to fulfill a momentary desire.

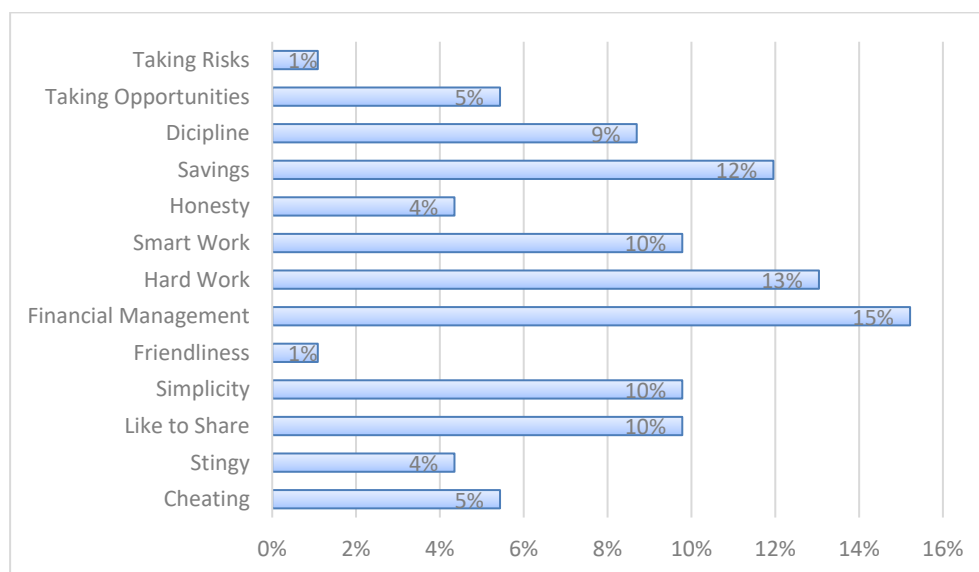


Figure 8. Sample coding results 2

The most discussed principle in the comments is about financial management with a percentage of 15%. Financial management in Chinese business also rests on how to manage financial resources properly so that the flow of funds in operations is structured. In this second sample, netizens responded a lot about financial management carried out by Chinese entrepreneurs. In Figure 8, the principle that was most responded positively by netizens was financial management with a percentage of 15%. Overall, netizens consider the ability to manage finances well can benefit businesses, so it's no wonder many of them are successful and wealthy.

"What's even better is that saving the savings is used for investment, which means buying assets that make money."

Netizens agree with the principles of good financial management but add a recommendation that managing finances is not only for passive savings, especially since savings are only used for unnecessary purposes such as eating. It would be nice if the savings collected were used for financial allocation that continues to be dynamic as invested.

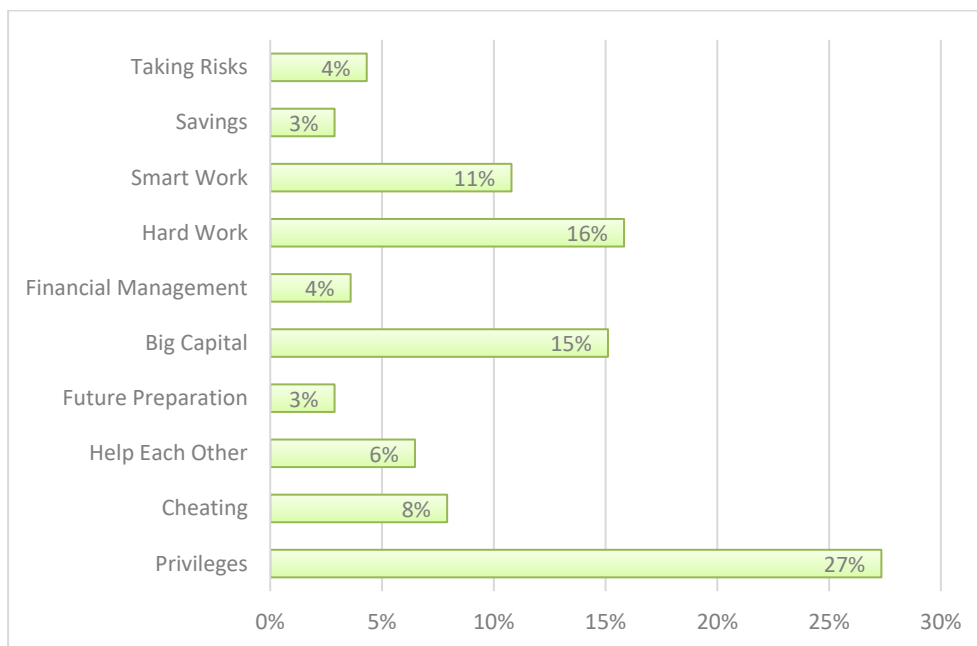


Figure 9. Sample coding results 3

By the sentiment in this sample which is dominated by negative sentiment, the coding results show the secret to the success of Chinese businessmen with the highest discussion process is privilege with a percentage of 27%. This result was obtained because the material in the video is very closely related to the privileges that Belinda has to achieve success in her business. Privilege in this sample case is a privilege that only the descendants of successful Chinese entrepreneurs have. Netizens emphasized the success of the Chinese businessmen's business because they have the privilege of descendants from their parents who have been successful for a long time. Most of them only continued the efforts of their ancestors. Netizens consider this principle to be imitated by the public in achieving their business careers because it is a gift that not everyone has. The existence of this hereditary privilege does not provide a positive lesson about hard work in achieving success. The following is an excerpt of netizens' comments about the privileges of Chinese people.

"He is not from 0, but from a rich family first. So, they already have capital first that only continues their business. Even better, he can continue and make the company more advanced...(0935-3)"

"If you have the privilege, you will also succeed in being brilliant" (0937-3)

The two netizen quotes above explain the privilege of Chinese people who only continue the family business. Even though a person has great privileges, if they are not able to manage them properly, it means that the privilege will not be useful to achieve business success.

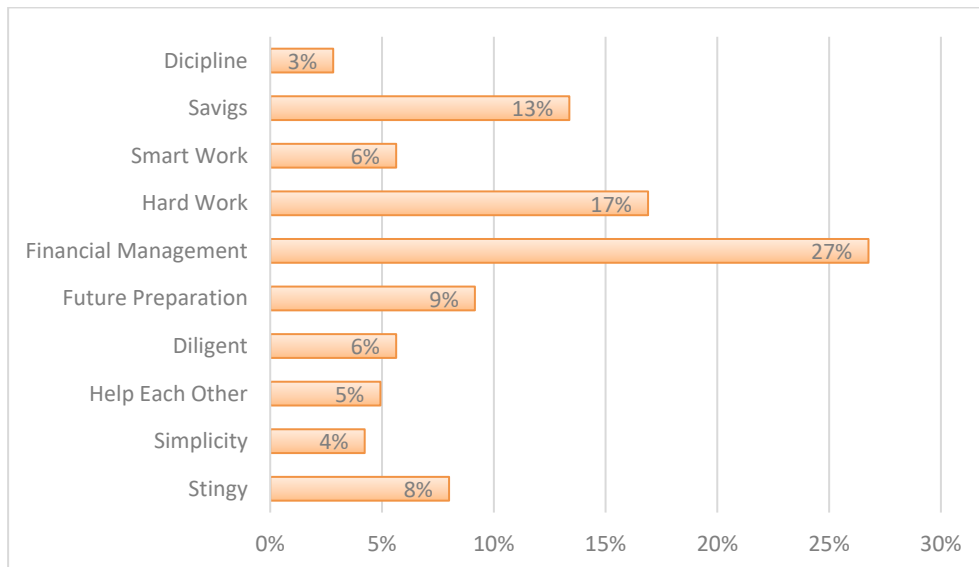


Figure 10. Sample coding results 4

Based on Figure 10, the principles of financial management are at the highest percentage, which is 27%, which means that netizens give the most responses about the principles of financial management owned by the Chinese. Discipline in saving aims to provide solutions if in the future there are difficulties in finances. In addition to the income saved, it can also be used to invest for future interests. The Chinese are also taught to be as free of debt as possible. By not having debt, life becomes more established, and one can prioritize other needs. Then regarding financial management in business, they take into account consistent profits, not prioritizing large profits from selling products at high prices. This is one of the marketing mix strategies through providing the right price to consumers.

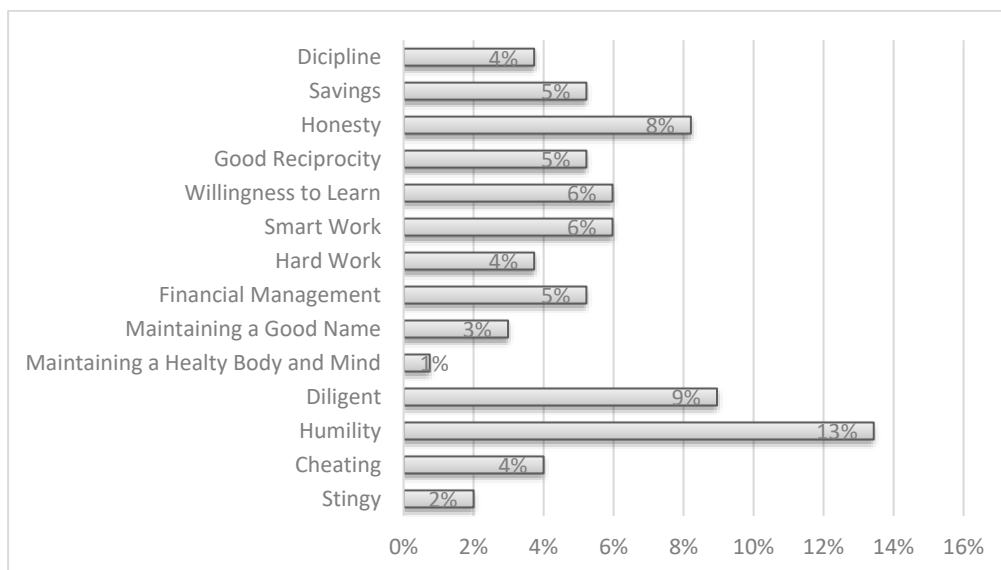


Figure 11. Sample coding results 5

"I Chinese agree with Om Deddy's explanation, especially on point 1. Every time the salary is 30% of the basic salary for the parents, Then I put 60% into the bank. I use the remaining 10%. Sometimes I don't touch my basic salary, it's all saved. Only use money for meals from the office and overtime money. Saving is very important." (0515-4).

Netizens of Chinese descent apply financial management principles by the explanation of the sample video where the income or salary earned is more dominant to be saved than for other purposes

The principle of humility possessed by the Tioghoa people in this sample obtained the highest percentage, which was 13%. This means that netizens consider that most Chinese people are successful because they are dominated by their humble principles. The principle of humility in this video sample is interpreted as a trait that feels no smarter than anyone. Knowledge can come from anywhere; therefore it takes humility to absorb positive knowledge to become a well-rounded person. Although many Chinese people become bosses because they have employees, they are still humble and do not treat employees arbitrarily. Moreover, when the Chinese live in the community, they respect people who are much older as a culture that upholds manners in socializing.

"The 8th point gave me goosebumps. Teaching humility with respect for the sages of old." (0111-5)

Humility is not only by respecting the elders, but according to the beliefs of the Chinese people, wise and experienced predecessors are also encouraged to always be respected.

The Concept of Doing Business Through Hard Work by Chinese Entrepreneurs

The word business itself is one of the top of mind in comments because it is identical to the headline of the sample videos. Success in terms of finance or material for Chinese people is obtained through doing business. This is in line with several studies that state that one of the ways to achieve wealth is to do business (Lan et al., 2023). By mastering business science, an individual will learn a lot of knowledge at once because doing business requires a lot of knowledge and skills. The skills and skills in question include production management, marketing, strategy determination, communication, leadership, leadership, and other sciences that support business.

In a hadith narrated by Ahmad (Imam Hambali) written in the book Musna Ahmad, a companion of the Prophet asked:

"O Messenger of Allah, what is the best livelihood?" then the Messenger of Allah said, "A man's work with his own hands and every mabrur (blessed) trade." (HR. Ahmad 4:141, Hasan Lighoirihi).

From the hadith, it is explained that there was a companion of the Prophet who asked the Prophet about what is the best job to be used as a man's livelihood. Then the Messenger of Allah replied that actually, the best work of men is when they can

work with their own hands and every buying and selling activity that is blessed. The meaning of a better job than one's own hands is to trade or trade.

From the presentation of the word cloud and the word of frequency, a word can be taken that represents the success of Chinese business, namely work. The concept of the word "work" is in line with many studies that state that work performance has an effect on the results obtained. Job performance itself is a complex factor and is influenced by many other factors, such as personality (Judge & Hurst, 2008), rewards and recognition obtained (Aung et al., 2023), job performance obtained (Khan et al., 2022), leadership (Dishop, 2022), and other factors.

However, this concept is also not in line with some studies that state that the key to wealth and success is not only work but can also come from other factors. One of the factors in question is the introduction to the nature of money (Goolsbee, 1998). In this study, it is explained that the key to wealth is not just about hard work, but knowledge about the nature of money, starting from patterns of money movement such as revenue, taxes, behavior, salaries, stocks, and others.

Of the many negative sentiments that determine where netizens are heading towards the principle of netizens' success, almost all samples are given many comments about stingy Chinese. However, not a few netizens commented that Chinese people are not stingy but are frugal. This principle of stinginess and frugality are two opposite things. How this stingy or frugal view is of course very dependent on the experience in getting along with Chinese businessmen because it turns out that the results will be different when the netizens who are the sample in this study express different things, that the Chinese people meet are not stingy and like to share. In the concept of behavior, differences in attitudes about an object based on experienced experiences are very natural. These differences in attitudes are discussed in more detail in Theory Planned of Behavior (Ajzen, 2011).

In the lens of business science, the stingy word expressed by netizens is more directed towards financial management that has very strict limits, for example, restrictions on business finance and personal finance. Personal financial management like this is influenced by many factors, one of which is the financial literacy possessed by the individual (Jim et al., 2024).

5. Conclusion

The key to the success of Chinese businessmen consists of two things, namely personality and managerial. The personality of Chinese businessmen in Indonesia is the nature of hard work, thrift, diligence, and perseverance. Meanwhile, managerially, Chinese businessmen are considered to be able to manage finances well, connections, and also good networks. In addition, netizens' behavior towards the success of Chinese businesses in Indonesia consists of positive sentiments and negative sentiments. Positive sentiment consists of affirmation of the key to a Chinese businessman's success and an inspired attitude. Meanwhile, negative sentiment

consists of dislike such as dislike for the privileges owned by Chinese businessmen and comparison with the concept of halal haram in Islam.

Two suggestions can be drawn from this study. First, further research will be interesting if it discusses the keys to business success in other countries because every nation usually has values that are influential in running a business. In addition, business in the Islamic concept is also interesting to be carried out in future research. Second, practitioners and readers who will read this study are also expected to listen to videos that remember that there are often differences in meaning between spoken and written language.

The limitations of this study. First, the limit of five samples that can be included in the sampling criteria. If the sampling criteria are expanded, it will be very likely to get wider information related to this research to discuss. Second, the validity and reliability of netnography research still have to be done manually because there is no tool used to measure it.

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