

The Social Entrepreneurship Model as Social Innovation for Sustainable Development

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Abstract: In Indonesia, there are many social challenges that still need to be solved, namely poverty, lack of public access to health care and education. Globally, social entrepreneurship has the potential to provide several social solutions, namely by applying an entrepreneurial approach and the power of social innovation to face existing social challenges. Social entrepreneurs or better known as sociopreneurs are considered to have an important role in encouraging poverty alleviation and contributing to the achievement of sustainable development goals (SDGs). This is because the approach used by social entrepreneurs is considered practical, innovative and sustainable in carrying out social strengthening by targeting marginalized and poor community groups. Social entrepreneurship is a new term in Indonesia, it is a concept that combines social empowerment and entrepreneurship. This concept can be an alternative solution to social problems such as unemployment, economics, education, gender, health and the environment. Sociopreneurship focuses on social missions and social goals which in its implementation require innovative activities that create social value in it. This paper tries to provide a literature review of the concept of social entrepreneurship, such as historical background, characteristics, and effective business models for social entrepreneurship, social innovation and sustainable development.

Keywords: Social Entrepreneurship, Social Innovation, Sustainable Development

Introduction

Indonesian community development problems that still occur today include poverty, unemployment, health and education. Various policies made by the government to try to solve social problems do not seem to have a significant impact. In the midst of these socioeconomic problems and global economic development, various responses have emerged from certain groups of people as a result of the inequality and inequality they feel while offering solutions to overcome these problems in entrepreneurship.

In the world of entrepreneurship, the idea of thinking about the Social Entrepreneurship model (Social Entrepreneurship) developed. The goal of social entrepreneurship is to explore and take advantage of opportunities to create social value for the sake of social change (Mair & Marti, 2006); and exploring global phenomena in solving social problems (Problem Solving) with innovative approaches (Robinson, J. A., Mair, J., & Hockerts, K. 2009). Creating social impact, social change, and social transformation (Nicholls 2006; Mair and Noboa 2006; Wakke et al. 2018).

Utomo (2014) in his writing stated that in Indonesia, social entrepreneurship is growing rapidly along with the belief that social entrepreneurship can overcome social problems. Sociopreneurship is a solution for social movements in the economic field that can provide business opportunities, especially in rural areas. In addition to microeconomic improvements, sociopreneurs are able to improve the national economy. This is the reason why sociopreneurship can be a solution, because in addition to being sustainable in the economy, sociopreneurship is able to provide effective and tactical solutions to Indonesia's economic problems.

From the presentation, it can be concluded that Social entrepreneurship is the creation of social value resulting from collaboration with people and other organizations from the community environment involved in the creation of social innovations in economic activities. So that the definition provides four criteria for socio-entrepreneurship, namely social values, community

environment, innovation and economic activities (Hulgard, 2010). This paper aims to provide a literature review of the concept of Social entrepreneurship in society.

Methods and Research Design

This article is a literature study with a type of library research research, because in collecting, analyzing, and processing data in this article is taken from written literature studies and is also relevant in collecting data that fokus in the study of articles on social entrepreneurship as a form of social innovation. Secondary data is used in the form of data sourced from available data, in the form of documents, records, publications published by the government, and other sources. The various data presented are summarized and then presented descriptively and then a conclusion is made.

Results and Discussion

Social Entrepreneurship is a program design that leads to best practices that are empowering that encourage sustainable development (Sustainable Developments Goals). Social Entrepreneurship is here as a solution to the achievement of sustainable development ideals.

Unlike sociopreneurs or social entrepreneurs, Sociopreneur is a combination of two words, namely social and entrepre-neur. In summary, Praszkie et al.(2009) define sociopreneurs as individuals who are able to make social change on a macro scale through grassroots community involvement. Martin and Osberg (in Praszkie et al., 2009) add that socio-preneurs are different from social activists. The effects of social change by socio-preneurs are long-term, stable, and profound, while social activists are only fighting at the surface level. (Malilang, 2008).

The simple definition of Social Entrepreneur is someone who understands social problems and uses entrepreneurship skills to carry out social change, especially covering the fields of welfare, education and health (healthcare) (Santosa, 2007). Why Social Entrepeneuer? Just like an entrepreneur who changes the

business environment, a social entrepreneur will act as an agent of change for the environment, seek opportunities, improve systems, find new approaches and create solutions to better environmental changes (Dees, 1998).

The comprehensive definition above provides an understanding that social entrepreneurship consists of four main elements, namely social value, civil society, innovation, and economic activity (Palesangi, 2013).

- ***Social Value.*** This is the most distinctive element of social entrepreneurship, namely creating tangible social benefits for the community and the surrounding environment.
- ***Civil Society.*** Social entrepreneurship generally comes from the initiative and participation of civil society by optimizing the social capital that exists in the community.
- ***Innovation.*** Social entrepreneurship solves social problems in innovative ways, among others, by combining local wisdom and social innovation.
- ***Economic Activity.*** Successful social entrepreneurship in general by balancing between social activities and business activities. Business/economic activities are developed to ensure the independence and sustainability of the organization's social mission.

The Role of Social Entrepreneurs for Society

The Role of Social Entrepreneur for Society Social entrepreneur which is an act of using entrepreneurial ability to carry out social change is needed for society. Starting from the existence of social inequalities in society which often cause problems in the family economy. The development of social entrepreneurs will greatly help people be able to help themselves to improve their welfare. It is further reinforced that social entrepreneurs are actually capable agents of change (Santosa, 2007):

- 1) carrying out the ideals of changing and improving social values,
- 2) find a variety of opportunities to make improvements,
- 3) always involve yourself in the process of innovation, adaptation, continuous learning,

- 4) acting regardless of the various obstacles or limitations it faces,
- 5) have accountability in accounting for the results it achieves, to the community.

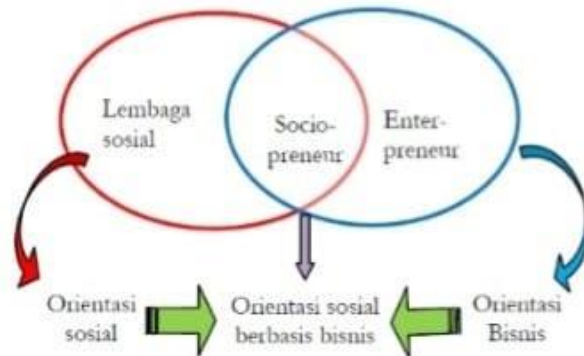


Figure 1. Illustration of sociopreneur relationship with Entrepreneur and social institutions

Although social entrepreneurs are fairly important for Indonesia, actually a more crucial and urgent issue is to produce entrepreneurs themselves. So for Indonesia, this is where the precarious issue actually lies: giving birth to entrepreneurs. And here too the issue of social entrepreneurship becomes significant: seeing the gap as a social problem and trying to solve it using entrepreneurial principles. Individuals can become social entrepreneurs and create social enterprises by gathering entrepreneurs. They will return the return or surplus from their entrepreneurial activities to stakeholders so as to create what is idealized in a society. However, because the big issue in this country is to produce entrepreneurs, individuals in this context do not have to be pure social entrepreneurs. Anyone including a businessman who has been established in his business can fill this pattern. Importantly, they act like venture philanthropy: injecting capital, both financial capital and other capital it owns (intellectual and social capital); not asking for capital back; and does not pursue profit for its own benefit, can only salary or wages, cannot be dividends

(Radyati, in Pambudi, 2010).

Types of Social Entrepreneurship in Indonesia

The figure of an Indonesian sociopreneur who has contributed to overcoming the problem of inequality and social and even economic sensitivity in the following communities:

Table 1. Types of Social Entrepreneurs in Indonesia

No	Name	City	Types of activities
1.	Nazava Water Filters	Aceh, 2004	Energy and Environment Sector
2.	Sirtanio Organic Indonesia	Banyuwangi	Organic Farming Sector
3.	Sukkha Citta	Tangerang	Fashion and Retail Sector
4.	Waste for Change	Jakarta	Energy Sector and Milieu
5.	Kendal Argo Essentials	Kendal	Agriculture sector
6.	Decorating	Jakarta and Bandung	Fashion and Retail Sector
7.	Smash (Waste Management Online System)	Bandung	Energy and Environment Sector
8.	Arm Holding	Bandung, West Bandung, Bekasi, Depok, South Jakarta, North Jakarta, Palu, Sumedang, Tangerang, and Yogyakarta.	Financial Services Sector
9.	Waste Insurance Clinic	Malang, East Java	Community-based microhealth insurance system
10.	Qoriyah Thoyibah Playgroup	Kalibening, Banjarnegara, Central Java	Provision of quality and cheap school facilities
11.	Jarimatika, Foundation White Bee	Salatiga, Central Java	Easy way to math counting
12	Bird breeding Ghost	Tlogoweu Subdistrict Thunder, Demak	Bird breeding Ghost

Source: <https://investor.id/archive/8-wirusaha-sosial>

Social Innovation

Social innovation is related to the improvement of social relations and the improvement of well-being (Moulaert et al., 2013). Social innovation is closely related to social entrepreneurship. Social innovation is the foundation for a social entrepreneur in running his business or activities to find opportunities, improve systems, find new approaches and create solutions to better environmental changes. A social entrepreneur is looking for innovative ways to ensure that his business will have access to the resources needed as long as they can create social value (Mort & Weerawardena, 2003).

Discussion and Recommendations

Social Entrepreneurship has the aim of creating social value for the community and this needs the support of various parties such as the government, private sector and academia. Social Entrepreneurship is very useful and will always be needed by the wider community in overcoming social problems that have always seemed neglected. Through Social Entrepreneurship activities, it is hoped that the welfare of the community, both in the fields of economy, education and health will increase significantly.

Although from the view of the wider community, many think that social entrepreneurship is only a social activity, but basically social entrepreneurship activities are business activities. As a business, social entrepreneurship is inseparable from business rules in general and social entrepreneurship also requires measuring tools to attract investors in developing its business.

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