

## **SOCIAL ENTREPRENEURSHIP EMPOWERING THE WOMEN COMMUNITY OF THE PASAR KERAMAT**

**Ajoe Kartika Mastaka<sup>1</sup>, Dewi Kartikaningsih<sup>2</sup>, Apriana Dian<sup>3</sup>, Mufthi Syarif Sanjaya<sup>4</sup>**

<sup>1</sup>Management, Labora School of Management, Taman Modern Jalan Palem Raja Blok B7 No.7-8 Jakarta Timur

<sup>2,3,4</sup>Labora School of Management Taman Modern Jalan Palem Raja Blok B7 No.7-8 Jakarta Timur

E-mail: dkartikaningsih@gmail.com

### **ABSTRACT**

Social entrepreneurs are agents of social change encompassing welfare, education, and health. This study aims to determine how to realize social entrepreneurship through empowering women of the Pasar Keramat. The Pasar Keramat was built in 2022 on 1.2 hectares of local community land that was previously a garbage dump surrounded by a bamboo forest. Community empowerment, particularly women, as a resource for economic development oriented toward gender equity and social inclusion aims to foster social entrepreneurship and improve the economy, impacting community welfare through innovations of the Pasar Keramat. The study used a descriptive method with a qualitative approach. Data collection techniques included interviews, observation, and documentation. The informants were managers, coordinators, and traders of the Pasar Keramat. Case analysis was used to analyze the data, hoping to identify the steps needed to empower the community toward social entrepreneurship. Planning and collaboration between managers, traders, and the community to create social entrepreneurship, a creative economy, and community welfare by developing the capabilities and skills of the community, especially women, through of the Pasar Keramat.

**Key words:** social entrepreneur; empowering women; Pasar Keramat

### **INTRODUCTION**

Economic problems arise when desires and needs exceed available resources. People who have unlimited desires and needs, while available resources cannot meet these needs, then economic problems arise. According to Robert B. Ekelund Jr. and Robert D. Tollison, economics is the study of how individuals and societies have unlimited desires allocate limited resources to fulfill their desires. Economic problems in Indonesia are diverse, including poverty, unemployment, and income inequality. Public concern about the country's social conditions is the starting point for the formation of entrepreneurs who move without creating positive changes to the problems faced by society, whether in education, health, or the economy with the potential of nature and existing society. Community development needs to be carried out amidst the crisis that hit a country with three important elements: community promise, social capital, and the need for foreigners in the community development process (Ife, 2008).

Based on the data obtained, it shows that the majority of Warugunung village residents work as farmers or farm laborers (Istianah & Nihayatuzzain, 2020). The condition of most as farmers and farm laborers around tourist areas can provide opportunities for community development to increase tourism. Community development in the economic sector can be carried out through market media, the existence of markets makes it easier for villagers to interact and meet their daily needs for food and selling (Priyanto, 2016). Through this community development and empowerment, a community structure can be built that is able to facilitate the growth of democratic citizen participation in every decision-making (Zubaedi, 2013).

The existence of Pasar Keramat provides opportunities for women, especially housewives, to contribute to the family economy by generating new income. Pasar Keramat concept is appealing not only from an economic perspective, but also from a social, cultural, and local wisdom perspective. Pasar Keramat is unique in that it is not open every day, but only twice a month, and only at certain times, using the Javanese weton (weton Wage and Kliwon). This uniqueness makes Pasar Keramat a popular tourist and cultural destination.

Community empowerment aims to create business opportunities for the community, especially women, to supplement the family economy without leaving their primary occupations. This study aims to describe community empowerment towards social entrepreneurship through of Pasar Keramat. The activities undertaken by the community, especially women, serve as resources in economic development oriented towards gender equity and social inclusion to achieve the goals of social entrepreneurship. The benefit of this research is to serve as a reference for the community and readers regarding community empowerment towards social entrepreneurship.

Based on the previous explanation, social entrepreneurship can be a solution or model for community empowerment, particularly for women, through of Pasar Keramat, which can become a tourism and cultural market that can improve the community's economy. Therefore, how can the community of Warugunung Village, specifically women, be empowered to become social entrepreneurs? And what are the opportunities and obstacles in empowering the community, especially women, through of Pasar Keramat.

## METHOD

The research uses a descriptive method with a qualitative approach. Description is a qualitative representation that allows readers to describe the views seen by the author and hear things that the author himself heard. A solid foundation of descriptive data allows for deeper and more comprehensive exploration and interpretation (Matthew, Michael, 1994). Data collection techniques include interviews, observation, and documentation. The informants are managers, coordinators, and traders of Pasar Keramat. The data analysis technique uses case analysis techniques, so it is hoped that they will understand what must be done in empowering the community towards social entrepreneurship. The researcher in this study was responsible for designing, collecting data, analyzing data, and reporting research results from interviews and observations with managers, coordinators, and traders, especially women at Ker. The results of the study can answer the question of whether social entrepreneurship can be a solution or model for community empowerment, especially women, through of Pasar Keramat as a tourism and cultural market that can improve the community's economy.

## RESULTS AND DISCUSSION

Geographically, Kramajetak Village is located in Dusun Wonokerto, Desa Warugunung, Kecamatan Pacet, Kabupaten Mojokerto stretching an average of 450-500 meters above sea level with a village area of 44.2 hectares and a market area of 1.2 hectares. The potential of the region has human resources and utilizes natural resources such as agriculture, plantations and other sectors (Islamudin et.al, 2024). The majority of human resources are farmers and farm laborers, the beautiful and cool natural conditions have not been optimized by its residents. The initiator from the Indonesian Bamboo Foundation invited the community to optimize a 1,200 m<sup>2</sup> landfill area to become a bamboo forest conservation and the market whose function as a waste disposal was transformed into a unique market that brings local wisdom and culture.

This unique market, located in the middle of a bamboo grove, is called Pasar Keramat, and was inaugurated on December 22, 2022, coinciding with Mother's Day, as a form of offering to women around the world. Pasar Keramat takes inspiration from the Pasar Papringan located in Temanggung, Central Java, with a strong traditional atmosphere and charming bamboo garden a strong traditional atmosphere and an enchanting bamboo garden (Zulkifli, 2024)



**Figure 1. Grand Launching of Keramat Market**

Activities carried out before the establishment of the Pasar Keramat were community service cleaning up landfills, planting bamboo trees, and training for mothers around the market location. The training included how to make food or drinks, handicrafts, serving and serving consumers, pricing, and cleaning the market environment, and mentoring was carried out by Yayasan Bambu Lestari dan Yayasan Pendidikan dan Penataran Manajemen ORLAB. This is in accordance with previous research stating that mentoring activities are needed to improve village-level welfare, mentoring in village communities can reduce unemployment by improving skills to create business opportunities Eta Yani Lestari, Slamet Sumarto, Tutik Wijayanti (2019).



**Figure 2. Training and Socialization Activities for the Preparation of the Sacred Market**

Pasar Keramat was established with the aim of improving the community's economy through local wisdom and culture, utilizing the concept of social entrepreneurship. Through this concept, the community collaborates in creating and running businesses. The proceeds from these efforts are distributed to those participating in the activities at the Pasar Keramat. Utilizing waste land for the benefit of the surrounding community through a tourism market is a social entrepreneurship activity.

Pasar Keramat is a unique market because it is only open on Sunday Kliwon and Minggu Wage from 6:00 AM to 12:00 PM. The goods sold include traditional regional foods and drinks, bamboo handicrafts, and children's games made from bamboo. Another unique feature is that payment is made not using money but bamboo chips. Currency is exchanged for bamboo chips at the exchange points provided.

Several innovations have been made to encourage the community to advance their economy through Pasar Keramat, including providing adequate road access, a children's play area, a smoke-free area, a breastfeeding room, and restrooms for visitors and vendors. Another unique aspect of Pasar Keramat is the women (wives and children) who sell food, drinks, and bamboo crafts, while the men (husbands and children) perform cleaning duties such as washing dishes and cleaning the area. This sense of community, working together, and working together, not only boosts the economy but also fosters happiness.

Community activities at Pasar Keramat include social entrepreneurship, aimed at improving village prosperity, improving economic well-being, and developing the skills and abilities of community members as managers and entrepreneurs at Pasar Keramat. Management of Pasar Keramat, including the provision of parking for visitors, restrooms, infrastructure for buying and selling, a children's play area, a mini zoo, and local arts performances, are managed collaboratively by the community, and the results are enjoyed collectively by all levels of society in the villages surrounding.

Hulgard (2010) stated that social entrepreneurship has four criteria: social value, civil society, innovation, and economic activity. Hulgard's explanation regarding the Pasar Keramat is as follows:

1. Social Values

The villagers surrounding the Pasar Keramat have social values, such as harmony and mutual cooperation, aimed at advancing their village. Before and after the opening of the Keramat Market, which is open every Sunday's Wage and Sunday's Kliwon, meetings are held to prepare and evaluate each activity, hoping for its smooth running.

2. Civil Society

The community around Pasar Keramat is quite positive, harmonious, and cooperative, supported by a polite and respectful attitude. This contributes to social entrepreneurship within the community.

3. Innovation

The innovation at Pasar Keramat differs from modern and traditional markets in that it is held exclusively on Sunday's Wage and Sunday's Kliwon and is held in a bamboo forest. The food and drinks are prepared by trained local residents, who operate as entrepreneurs. The products sold are traditional, and each vendor's offerings are unique, as are the bamboo games. Payment is made using bamboo coins, which are exchanged at the exchange point. Another innovation is utilizing social media as a means of information and promotion for Pasar Keramat. The social media platforms created include the Instagram account @pasar\_keramat and the TikTok account @pasarkeramat . A current innovation is the establishment of homestays with a natural concept.

4. Economic Activity

Pasar Keramat's activities involve creating a collaborative business, with the profits generated by the activity being enjoyed by the community. This begins with community service efforts to create a market space that was previously a garbage dump. Land utilization is transformed into something that benefits the community and provides a platform for community participation. The market is also a tourist market that aims not only to encourage economic advancement but also to preserve bamboo, local wisdom, and culture.



**Figure 3. Pasar Keramat**

## CONCLUSION

Pasar Keramat was created as a community empowerment activity in Dusun Wonokerto, Desa Warugunung, Kecamatan Pacet, Kabupaten Mojokerto. This revitalization process transforms a waste dump into a bamboo forest tourist attraction while preserving local wisdom and culture. As a market, it creates business opportunities to improve the community's economy, with the hope of achieving a prosperous life and increasing community resources. The existence of Pasar Keramat has met four criteria for social entrepreneurship: social values, civil society, innovation, and economic activism. Social entrepreneurship aims to increase economic independence by preserving local wisdom, culture, and the environment.

## ACKNOWLEDGMENTS (if any)

We gratefully thank to Yayasan Pendidikan dan Penataran Manajemen ORLAB and Sekolah Tinggi Manajemen LABORA for the financial support.

## REFERENCES

- Bagus, Atu Wiguna. 2013. Social Entrepreneurship dan socio-Entrepreneurship: Tinjauan dengan Perspektif Ekonomi dan Sosial. Jurnal Ilmiah Mahasiswa FEB. Malang: Universitas Brawijaya. Vol 1 (1)
- Harsono. 2011. Etnografi Pendidikan Sebagai desain Penelitian Kualitatif. Surakarta: Gumpang Agung III.
- Hulgard, L. 2010. Discourses of social entrepreneurship: Variations of the same theme. European Research Network. EMES Working Paper. Vol 1.
- Istianah, D. A., & Nihatuzzain, N. (2020). Intervensi Komunitas Spedagi dalam Pemberdayaan Ekonomi Masyarakat Berbasis Potensi Lokal di Pasar Papringan Temanggung. Amalee: Indonesian Journal of Community Research and Engagement, 1(2), 159–171. <https://doi.org/10.37680/amalee.v1i2.411>
- Islamudin, M. M. (2024). Kondisi Sosial Ekonomi Masyarakat Di Desa Wisata Budaya Pasar Keramat. *Dinamika Sosial: Jurnal Pendidikan Ilmu Pengetahuan Sosial*, 306-313.
- Kasmir. 2007. Kewirausahaan. Jakarta: PT. Raja Grafindo Perkasa.
- Lestari, E, Sumarto, S., & Wijayanti, T. 2019. Pendampingan pada Masyarakat dalam Pengembangan Mata Pencarian melalui Pemberdayaan Komunitas Pemuda Desa di Desa Lau Kecamatan Dawe Kabupaten Kudus. Jurnal PANJAR: Pengabdian Bidang Pembelajaran, Vol 1(2), hal. 122- 126
- Priyanto, P. (2016). Pengembangan Potensi Desa Wisata Berbasis Budaya Tinjauan Terhadap Desa Wisata Di Jawa Tengah. Jurnal Vokasi Indonesia, 4(1). <https://doi.org/10.7454/jvi.v4i1.53>
- Zubaedi. (2013). Pengembangan Masyarakat (Suwito (ed.); 1st ed.). Kencana.