

Millennial and Social Entrepreneurship

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Abstract—In recent years, the concept of social entrepreneurship has begun to develop in Indonesia. Many social organizations have emerged and were initiated by young people born in the 1990s to 1997s or what are called millennial generations currently reaches 34.45%. The millennials behavior is considered as very innovative person in bringing up their ideas. It is proved by the emerged of young social entrepreneurs, many of them have achievements at the world level. For instance, encode, a group of young people who empower local craftsmen and housewives in west java. Osiris from Yogyakarta that focuses on empowering people who have physical limitations in managing dragon fruit, kama batik which helps solve the problem of waste management in the batik industry and empowering women. Even though the millennial generation is widely regarded as a busy generation with gadgets and technology, they have strong commitment to solve social problems in Indonesia. Through high-tech capabilities, they can use technology to help their social organizations as relive. It is an online platform that can connect the depression with the psychologists. Therefore, the aim of this research is to see how much social entrepreneurship is carried out by millennial generations in Indonesia.

Keywords—*millennial; social; entrepreneurship*

I. INTRODUCTION

Social entrepreneurship is defined as the commercial activity of private actors to achieve social or public goals alongside commercial profit [1]. Nowadays, social entrepreneurship is a very interesting phenomenon, because of its differences with traditional entrepreneurs which only focus on material benefits and customer satisfaction, as well as its significance to people's lives. Social Entrepreneurship focuses on social mission and social goals which in its implementation require innovative activities that create social value in it [2]. It is clear that Social Entrepreneurship also has the ability to face the challenge and get out from comfort zone. In contrast to business entrepreneurship, the results that want to be achieved Social Entrepreneurship is not only profit, but also a positive impact on society. Therefore, through social entrepreneurship social problems in Indonesia can be solved slowly.

Indonesia already has many millennia who have succeeded in the field of socio-entrepreneurship and many of them have succeeded in winning world-level competitions. In this case several millennia have paid attention to the problems that occur in people's lives and they are trying to find a solution. For this

reason, this study will discuss how social entrepreneurs are carried out by millennia in Indonesia.

II. LITERATURE REVIEW

A. Millennial Generation Concept

There are many opinions about the millennial generation seen from the time period of birth. The terms are also different some people use the term Digital Generation Tapscott in Gorman et al. who was born between 1976-2000. Then Zemkel in Gorman refer to the millennial generation with the term Nexters who were born in 1980-1999 [3]. Oblinger mentions the millennial generation with the term Generation Y / NetGen, who were born between 1981-1995 [4]. Finally, Howe in Elan et al. and Martin and Tulgan refer to the term Millennial / Y / Millennial Generation, which is well known today, even though their birth years are different [5,6].

Another source from states that millennials or generation Y are those who were born between 1980 and 2001 [7]. Whereas the millennial generation according to the United States Census Bureau are those who were born between 1982 and 2000 [8]. Based on the opinion of The Millennial Generation Research Review NCF (2012), the millennial generation was born in 1980-1999.

According to Purwandi & Ali mentioning that Millennials are those who were born between 1981 and 2000 [9]. While other domestic social researchers use years born from the 1980s to the 2000s to determine the millennial generation [10]. Based on some opinions of experts, it can be concluded that the millennial generation are those who were born between 1980 and 2000. Furthermore, the concept of millennial Indonesia is the Indonesian population born between 1980-2000.

B. Social Entrepreneurship Concept

Academically, the concept of social entrepreneurship has been developed in universities [11]. One of them is a university in the UK, such as Skoll Center for Social Entrepreneurship. In the United States, centers of social entrepreneurship have also been established, for example the Center for the Advancement of Social Entrepreneurship at Duke University. For examples there is Ashoka Foundation, globalized foundations, which specifically seek social entrepreneurs in various parts of the world to foster and provide funds for the drivers of social change. Based on the study of Barenson and Gartner, a proposition was found to distinguish non-profit social

organization activities such as those in organizations is the creation of financial independence in their organizational activities [12]. Mort and Weerawerdana stated differs from other business entrepreneurs, the difference is seen in their explicit and central mission, this certainly influences how socio entrepreneurs perceive and assess every opportunity that exists [13,14]. Some researchers state that this social mission is the main dimension of socio entrepreneurship. Added by Dees as well as business companies that have the goal of creating superior value for their customers, the main goal of social entrepreneurs is to create noble social value for their customers [14]. The ability of an entrepreneur to obtain resources such as capital, labor, equipment, and others in market competition is a good indication of the running of a productive business, while on the other hand a social entrepreneur looks for innovative ways to ensure that his business will have access to resources needed as long as they can create social value [14]. Characteristics of Entrepreneur Social Characteristics of social entrepreneurs according to Borstein are explained as follows [15]:

- People who have a vision to solve social problems as a reformer of the community with very strong ideas to improve people's lives.
- Generally, not famous people, for example: doctors, lawyers, engineers, management consultants, social workers, teachers and journalists.
- People who have transformative power, such as people with new ideas in facing big problems, who are relentless in realizing their mission, like challenges, have high endurance, people who are never surrender until they have spread their ideas as far as they could.
- People who are able to change the power of people's performance by continuously improving, strengthening, and expanding their ideals.
- People who advance systemic change: how they change their patterns of behavior and understanding.
- The most creative problem solver.
- Being able to reach more people with less money or resources, with the courage to take risks so they must be very innovative in asking for problem solving.
- People who are very active, who want to solve problems that have failed to be handled by existing institutions (state and market mechanisms).
- They go beyond old formats (established structures) and are encouraged to find new forms of organization.
- They are free and independent, more effective and choose more productive involvement.

Emerson added also defined the type of social entrepreneurship, namely [11]:

- Civic innovator (Civil innovator)

- Founder of a revenue generating social enterprise (Founder of social enterprise that is able to increase revenue)
- The launch of a revenue-generating activity to create a surplus to support social vision. (The actors who carry out activities related to increasing revenues create a surplus to support the social vision).

III. RESEARCH METHODS

The research method used in the research is descriptive research method. The data collection techniques used in this study are library research, namely data collection by studying various literature books and documents related to millennial and social entrepreneurship.

IV. RESULTS

Compared to the previous generation, the millennial generation has unique characteristics based on region and socio-economic conditions. One of the main characteristics of the millennial generation is characterized by the increasing of use and familiarity with communication, media and digital technology. Therefore, the millennial generation has the characteristics of being creative, informative, passionate and productive. Compared to the previous generation, they are friendly to the technology. This generation is a generation that involves the technology in all aspects of life. The real evidence that can be observed is that almost all individuals in that generation choose to use smart phones. By using these devices, millennials can become more productive and efficient individuals. From these devices they are able to do anything from just sending short messages, accessing educational sites, transacting online businesses, to ordering online transportation services. Therefore, they are able to create new opportunities in line with increasingly sophisticated technological developments. This generation has the characteristics of open communication, fanatical users of social media, their lives are greatly affected by technological developments, and more open to political and economic views. So, they look very reactive to the environmental changes that occur around them [16].

Millennials have vast opportunities and chances for innovation. The creation of a digital ecosystem has succeeded in creating a diverse range of business fields that are mushrooming in Indonesia. It can be proofed by the proliferation of online companies / businesses, both in the trade and transportation sectors. With this innovation, the millennial generation of Indonesia succeeded in creating a solution to overcome congestion in big cities with online transportation. In addition, they are success in creating large economic impact on motorcycle taxi drivers who involved in it. While the presence of e-commerce businesses by millennials Indonesia is able to facilitate millennials that have an entrepreneurial spirit to develop. These examples of innovation prove that the millennials of Indonesia are able to realize economic independence.

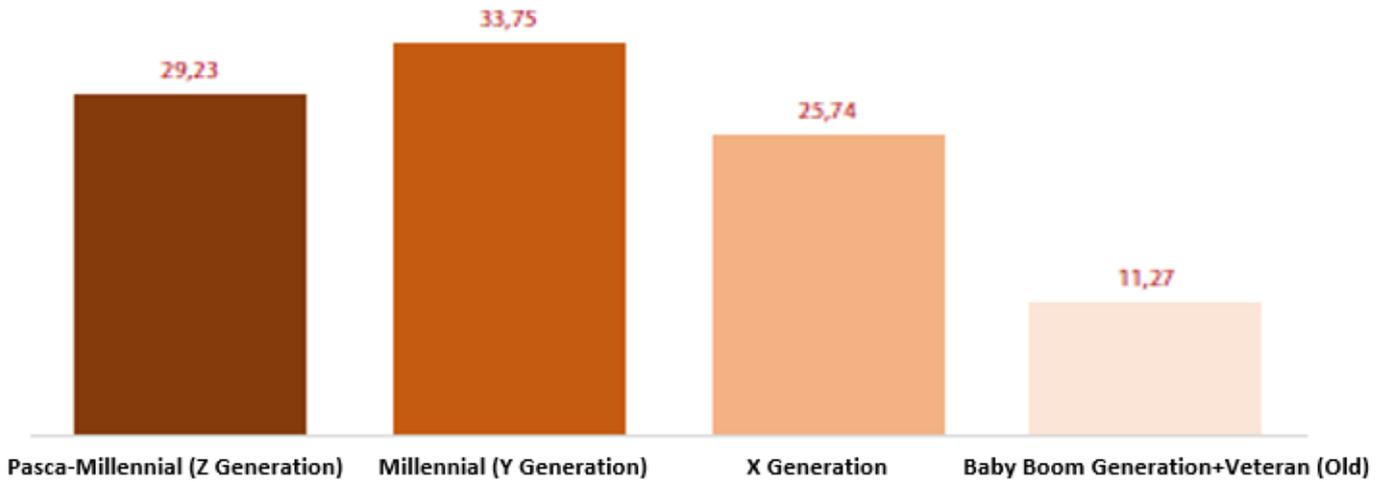


Fig. 1. Population Composition by generation (percent), 2017 [17].

Based on the area of residence, the percentage of millennials in urban areas is higher than in rural areas. There are around 55 percent of millennials living in urban areas. This number follows the pattern of the Indonesian population in

general which begins to shift from rural (rural) communities to urban (urban) communities. This change has implications for cultural change, social values, behavior, and mindset.

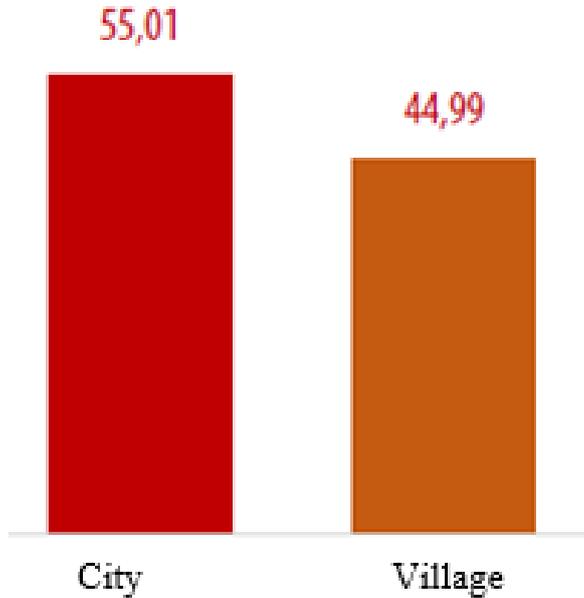


Fig. 2. Millennial Generation by Place of residence (percent), 2017 [17].

The development of Millennial Generation groups that become entrepreneurs (ie those with self-employment status) in the last 3 years shows an increase every year. Millennials that become entrepreneurs increased from 21.57 percent in 2015 to as much as 24.33 percent in 2017. Meanwhile, the millennial generation who worked as workers / employees / employees increased from 51.73 percent in 2015 to 52, 70 percent in 2017, although it had declined in 2016 [16]. The development of the millennial generation of entrepreneurs (i.e. those with self-

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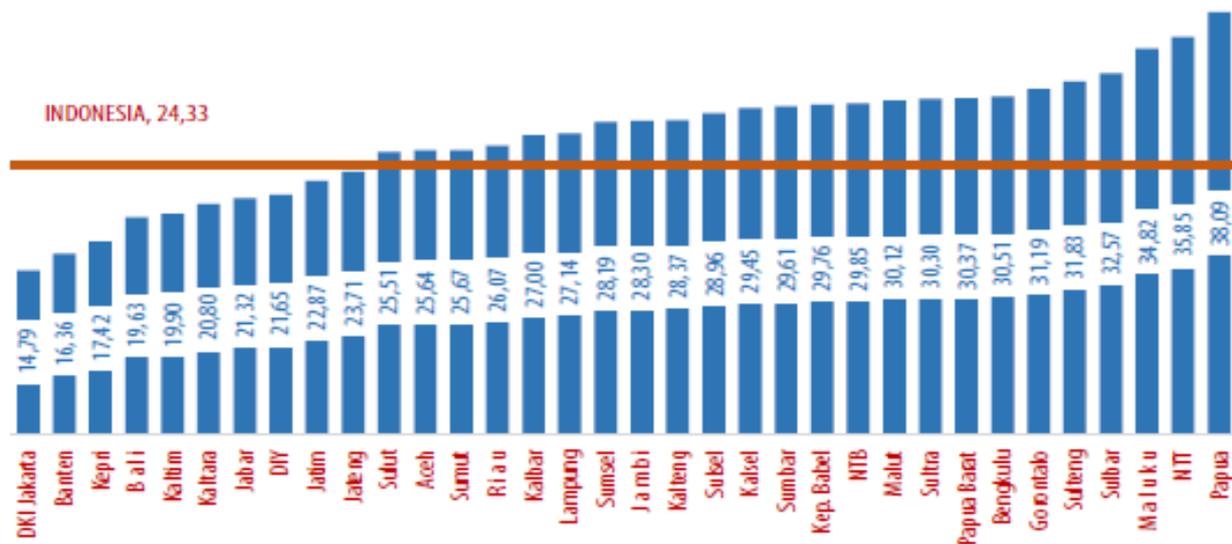


Fig. 3. Millennial generations as entrepreneurs by province (percent), 2017 [17].

Social entrepreneurship among Indonesian youth has begun to mushroom, including Zero Waste Indonesia, this social business begins with Fajri's thoughts on waste that has economic value if managed properly. Fajri started this business by educating the society in collecting organic and non-organic waste and then building a Waste Bank around the Depok area. The existence of Zero Waste Indonesia, which has received an award from one of the National Banks in Indonesia, has succeeded in fostering around 25 waste banks, each of it involves around 30 heads of households, more or less the total is 500 to 750 residents. Zero Waste empowers its workers with a background of scavengers, unemployed youth, and drug users. Until now, Fajri can produce 200 kg of plastic waste per day with an average turnover of 30 million per month. These results can increase people's income. Simple Subsidized Home Ownership Loans (KPRS) was initiated by young man who was born in 1985 who tried to capture opportunities in the property business while helping the middle and lower economic groups to have a house. The first project in Griya Salak Endah Housing succeeded, where 450 houses were sold. The buyer is a laborer, a trader, a tire patch, and a teacher. The winner of the Mandiri Young Entrepreneurs was moved to provide cheap housing for "small people" who had difficulty buying it. Banten Bangun Desa (Banten Farm) who made more efforts to improve the welfare of farmers and breeders who are in the shade of Banten Farm. In addition, there is OSIRIS, a dragon fruit ice cream business located in Bantul, Yogyakarta. This business is not just an ordinary ice cream business, but OSIRIS involves people with disabilities as employees. However, in West Java a variety of Sociopreneur also emerged including Entog Jenggot which empowers poultry farmers and communities around the Padjadjaran University campus, YourGood through empowering cattle farmers, Fruitsup which empowers mango farmers, and Frutavera empowers the health sector.

There are many Social Entrepreneurs in Indonesia, making public attention related to Sociopreneur is quite large, because the Sociopreneur potential can solve social problems. In addition, the combination of business collaboration and

empowerment in sociopreneur becomes important in the midst of the socio-economic conditions of the Indonesian people who are still the "homework" of the government. However, it cannot be denied that several ministries have supported the implementation of social entrepreneurship, among others, the Ministry of Youth and Sports (*Kemempora*), the Ministry of Cooperatives and Small and Medium Enterprises (KUKM) and the Creative Economy Agency (*Bekraf*). To maintain the relationship between the sociopreneur, the Indonesian Social Entrepreneurship Association (AKSI) was realized, AKSI is a forum or organization to capture social entrepreneurship throughout Indonesia that has a vision to create an enabling environment for the growth of Social Entrepreneurship in Indonesia. The ACT is a gathering place for Social Entrepreneurship activists whose aim is to build sustainable community empowerment through innovation in the social field. SCAI was born out of concern for the situation of the Indonesian nation which was hit by many social problems, such as poverty, environmental damage, etc.

In addition, the environment and community, then, what efforts should be made by the Sociopreneur in building his social business, the main thing is that the Sociopreneur must have the capacity to transfer the values that he has in entrepreneurship. It is undeniable that most people who join Sociopreneur foster partners are those who have low education so that the Sociopreneur must have a distinctive approach and be on target. The values that usually transferred by Sociopreneur are the values of independence, innovative, never give up, high discipline, care for the environment, etc. This value then becomes a guideline in running its business.

Besides values, young Sociopreneur must have knowledge related to business design that can be used for their business, minimum business design must focus on aspects: value proposition (value proposition), value creation (value creation), and value capture (value capture) [18]. The value proposition looks at the background of the organization formation, the goals the business wants to achieve, the social issues that want to be answered, who is the customer, and what is offered to

customers or users of services / business products. Then value creation includes business activities to achieve business value, how to work, the sustainability of a company with whom the company cooperates, and financing the activities of a business. Furthermore, value capture emphasizes the way businesses get profits, the definition of success for a business, and performance measurement.

Economic turnover in Social Entrepreneurship is different from business in general. Economic turnover in Social Entrepreneurship positions capital resources as tools in managing social business to be sustainable. Like Sheila, a young sociopreneur who built "Osiris" and collaborated with disability groups.

The existence of social engagement that is built between entrepreneurs (sociopreneur) and the disability community determines how the works of social business system. If a sociopreneur can intensely meet and be trusted by the built partner community, it will be easier to build social engagement. Social engagement is very important because it becomes a binder of the built-in commitment. How the intensity of the interaction and communication that is built can affect the level of loyalty and trust of the fostered partners towards the sociopreneur. Fostered partners in the world of sociopreneurship must be positioned as coworkers not just as objects.

V. CONCLUSIONS

The large amount of interest in entrepreneurship among millennials, especially in the social aspects of entrepreneurship, needs to get enough support, especially support from the government from the central level to the village level. It is because of the presence of sociopreneur actors is very helpful in solving problems that occur in the community. In the future this sociopreneur must be a partner of the government in resolving and minimizing the problems that exist in the community.

Educational support is very high for new sociopreneur growth among young people. Education should be able to attract problems in the community and discuss how innovations can be created to help minimize problems that exist in society. So that since getting educated, young people have become accustomed to providing solutions to problems that exist in society.

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