

Opportunities and Challenges of Entrepreneurship Approach for People with Disability Empowerment in a Developing Country

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Abstract—People with disability (PWD) became significant issue in development, hence local government in Indonesia try to accommodate in their program. Unfortunately, most PWD empowerments are performed by government through a conventional program. This article describes the implementation of entrepreneurship approach on PWD empowerment in Resapombo Village, Blitar District Indonesia. A qualitative approach was employed by researchers to explore the innovativeness of PWD empowerment program, to identify the opportunities and the challenges for the development. This study found that new issue in academic field, development for social entrepreneurship study, and public-private partnership-based initiatives are the opportunities of entrepreneurship approach on PWD empowerment, while changing people perception about PWD, limited financial support, and low level reward for social workers are identified as challenges of this program. The study provides recommendations for government to invites more social stakeholders to participate in PWD empowerment and providing incentives. This study also provides opportunities for the scholars to examine and to develop new conceptual model in PWD empowerment, specifically on entrepreneurship approach for PWD.

Keywords—people with disability; empowerment; entrepreneurship approach

I. INTRODUCTION

Poverty is a common problem faced by developing countries, including Indonesia. Several factors are identified by scholars as contributor of poverty. Disability is one poverty contributor. People with disability (PWD) commonly live in complex situation due to marginalization and discrimination of their live in social, politic and economy aspects. Adioetomo et al. mentions in social aspect, people perceive disable-people as a lower middle-class member with no right to have an equal social live [1]. In addition, discrimination toward disabled-people also occurs in political aspects, where people perceive that disabled-people has no equal right in political election.

There are debates among scholar about how to remove barrier for PWD to live equally. One perspective says that people with disability should be treat as a sick person, so they have to live in isolation and have no right to live equally in

social, economy and politic aspect. Meanwhile, other scholars argue that PWD should be treat as an ordinary person and should be empowered to fulfill their to live equally. Entrepreneurship approach is an innovative approach to empower PWD aims to create self-confidence and independency in social and economy aspect of their daily live. It is expected that people with disability have entrepreneurship spirit and self-employ.

In US, people with disabilities are self-employed at higher rates than people without disabilities: 7.8% of the general labor force aged 16 to 65 and 12.2% of the labor force for people with disabilities aged 16 to 65 [2]. The elevated rate of self-employment for people with disabilities may be due to the few employment opportunities available to them. People with disabilities may turn to self-employment because it allows greater flexibility in staying home or working nontraditional hours to care for a child or address an illness or disability. Furthermore, self-employment can accommodate accessibility, communication, or transportation issues for people with disabilities.

In Indonesia, there are limited data about the study on disability but in the last 10 years there have been growing attempts to advance disability studies in Indonesia. For instance Yulianto's research that investigates the role and significance of local disability organisations in shaping the landscape of disability activism in Indonesia [3]. Madyaningrum also did research about the role of *Forum Peduli Difabel Bantul* (FPDB) in empowering disable people in Yogyakarta [4].

Regarding with this issue, this paper aims to (1) describes the implementation of people with disability empowerment using entrepreneurship approach in Resapombo village, Blitar District of Indonesia (2) identifies the opportunities of program development, and (3) explore the challenges of sustainability of the program Review of the related literature.

A. People with Disability

Two perspectives contribute to the definitions of people with disability (PWD) are medical and social perspective. Medical perspective sees people with disability as a person with characteristic; restrictions in activity are explained in

terms of individuals' bodily capabilities, with impairments treated implicitly as a form of negative human capital, while the social perspective of disability views that people with disability (PWD) are identified by societal attitudes, institutions and environmental barriers. The medical perspective situates disability exclusively in individual bodies and strives to cure them by particular treatment, isolating the patient as diseased or defective. Social constructionism makes it possible to see disability as the effect of an environment hostile to some bodies and not to others, requiring advances in social justice rather than medicine [5].

The World Health Organization (WHO) define disabilities as an umbrella term referring to impairments, activity limitations, and participation restrictions. Impairments vary in terms of various characteristics - type, severity, stability, duration and time of onset [6]. Different health conditions produce different impairments and a particular impairment may be caused by different underlying health conditions; moreover, individuals may suffer from multiple conditions and impairments. In general, impairments could be grouped into:

- Physical (dysfunction of the musculoskeletal, neurological, cardiac, circulatory and respiratory body systems);
- Mental illness or disorder (schizophrenia, neuroses and psychotic conditions, anxiety and emotional disorders, phobias, depression);
- Cognitive (brain injuries, dementia);
- Sensory (sight loss or blindness, hearing); and
- Intellectual or developmental (below average general intellectual function) [6].

In Indonesia context, a person with disability or abnormality is called '*tuna*', which also means 'disability' in Javanese or 'lacking of' or 'without' [1]. Issue on disability has already regulated in Law No. 4 of 1997 on Persons with Disability, however it seems that the influence of the medical perspective model based on impairment is very dominant. Although, there was opportunity to use new amendments to the 1945 Constitution and enactment of Law No. 39 of 1999 on Human Rights have not been used to revise existing laws and regulations in order to adopt the rights-based approach. Consequently, there are inconsistencies and conflicting legal provisions and policies. Ratification of the UNCRPD provided a new opportunity to revise Law No. 4 of 1997, harmonize related laws, and adopt the social- and rights-based model into existing policies and programmes. Initial steps toward fulfilling state obligations have been moving forward [1].

B. Entrepreneurship Approach on PWD Empowerment

Empowerment can be defined as a process and mechanism by which people or groups gain access to resources and mastery that enable them to tackle their adversities [7]. Empowerment also refers to measures designed to increase the degree of autonomy and self-determination in people and in communities in order to enable them to represent their interests in a responsible and self-determined way, acting on their own authority. It is the process of becoming stronger and more

confident, especially in controlling one's life and claiming one's rights. Empowerment as action refers both to the process of self-empowerment and to professional support of people, which enables them to overcome their sense of powerlessness and lack of influence, and to recognize and use their resources.

One targeted group of empowerment program is PWD. Empowerment for PWD will help to remove barrier to life equally among PWD. However, to achieve this goal, empowerment for PWD should play double functions; a transformative incubator and a mindset changer [4]. Through these two enabling functions, empowerment for PWD may generate three types of meaningful resources including relational, instrumental and symbolic. By having access to these resources, the participants have been enabled to tackle the psychological, political and cultural dimensions of their discrimination and marginalization.

Scholars agree that entrepreneurship approach is an alternative empowerment approach that support PWD to have better live [6,8-10]. Kitching argues entrepreneurship approach possible to increase PWD's labor market participation specifically, and social inclusion more generally through entrepreneurship program [6]. He identifies that some individuals might be able and willing to take up self-employment or business ownership as a paid work option – but this is unlikely to be sustainable option for many others without extensive and/or long-term support. Impairments vary widely in terms of type, severity, stability, duration and time of onset – these characteristics influence individual capacities and willingness to become entrepreneurs and to sustain such a status.

In addition, Pagan mentions that self-employment or entrepreneurship approach might offer a better adjustment between disability status and working life through more flexibility in work pacing, hours worked and location of work [8]. Thus, self-employment can provide a sense of self-empowerment because entrepreneurship can provide a person with the opportunity to take control of their disability and labour market participation, and be socially and economically active to the extent possible for their situation.

Although there are robust arguments about relevance of entrepreneurship approach on PWD, conditional factors about the success approach should be take into account. Wehmeyer et al. founds that self-determination, to both the right and capacity of people to exert control over and direct their lives, and existence of social workers, have significant role in vocational rehabilitation or entrepreneurship for PWD [9]. In more detail, Yamamoto and Alverson, found that contributing factors of this program are accountability systems, level of supports, and individual characteristics [10]. Meanwhile, Kitching give macro perspective on entrepreneurship approach for PWD by emphasize on the role of government [6]. He argues policy-makers face a trade-off between providing generic advice to a large number of recipients, with widely varying impairments and circumstances that risks failure to engage, encourage and properly support would-be disabled entrepreneurs and measures to provide intensive, tailored support to a highly targeted subgroups of disabled entrepreneurs. This is a common dilemma for policy-makers. One approach arguably

achieves high levels of contact but limited success in terms of sustainable new and existing businesses; the other reaches a limited number of businesses and may, inadvertently, exaggerate differences between those disabled people who are 'labour market ready' and others, but with a higher probability of sustaining the businesses created and/or supported.

II. RESEARCH METHOD

This research was undertaken through a qualitative approach to gain natural setting of the PWD empowerment through entrepreneurship in Resapombo Village in Doko Sub-District. Resapombo is the one of the village with low Village Development Index (*Indeks Pembangunan Desa*) in Blitar District. Data was collected through direct observation, documentation, and in-depth interview. Four social workers of empowerment organizations (*Kelompok Swadaya Masyarakat*) 'Harapan Mulia', five people with disability, head of Resapombo village, and officer from social and people welfare of Blitar District were selected as informants. Interactive Model of qualitative data analysis was employed to examine the qualitative data. Interactive analytical model is process data analysis that has been done simultaneously with data collection process. The flow of analysis follows an interactive analysis model. In this research process analysis is done through four stages, data collection, data reduction, data presentation, and withdrawal Conclusion [11].

III. FINDINGS AND DISCUSSION

Resapombo Village is about 44 km from the city center of Blitar District and 172 km from the city of Surabaya, East Java Province. Resapombo Village is a highland village located close to Kelud and Kawi Mountain. This village is located at an altitude of 500-1000 meters above sea level and has an average rainfall of 2500 mm/year. Majority of the villagers are farmer, and many women have profession as migrant worker. From 9.421 inhabitants of Resapombo village, 50 people of them are PWD. This demographic condition drive the importance of PWD empowerment in this village.

A. Implementation of Entrepreneurship Approach on PWD Empowerment in Resapombo Village

Local government of Blitar District initiated the PWD empowerment program in across the district at 2016 in the form of "*Desa Wisata Peduli Disabilitas*" or PWD empowerment –based tourism initiative in Resapombo. To organize the program, local government established empowerment organization namely *Kelompok Swadaya Masyarakat: Harapan Mulia* (KSM HM) that consist of eleven of social workers. One of the key activities performed by KSM HM is supervising PWD to produce and to market "batik ciprat". Beside, KSM HM performs vocational training for PWD to increase skill for painting batik, packaging souvenir and using media social to promote the product.

About the implementation program, one of social worker of KSM HM, EC, said "Existence of PWD empowerment–based tourism in Resapombo is manifestation of local government awareness about PWD. There are limited number of local government that have attention to their people, especially

people with disability. Thanks to local Government of Blitar, who have support for PWD empowerment through development program PWD empowerment–based tourism in Resapombo.

Recently, KSM HM attempt to sustain their program and remove internal barrier of development. To sustain the business KSM HM increase a production capacity of Batik ciprat for satisfying order from the customers and also try to expand their business activities. To remove internal contains for development, such as; limited financial and lack of human sources, KSM HM seek financial support from village office and maximize work loads of existing social workers by performs multitasking jobs.

In spite of facing constrain in development, KSM HM able to sustain their operation to empower PWD di Resap Ombo Village. According to Kitiching and Pagan, KSM HM performed entrepreneurship approach on PWD empowerment because his program aims increase to PWD's labor market participation specifically, and social inclusion more generally [6,8]. Although, this program has not been able to stimulate the participants to take up self-employment or business ownership as a paid work option, but this program have been providing a better adjustment between disability status and working life through more flexibility in work pacing, hours worked and location of work, but it could be identified as practices of entrepreneurship approach on PWD empowerment [8].

B. Opportunitites of Entrepreneurship Approach on PWD Empowerment in Resapombo village

Beside describing the implementation of PWD empowerment in Resap Ombo Vilage, the study identify three opportunities for the development of PWD empowerment through entrepreneurship approach; new issue in academic field, development for social entrepreneurship study, and public-private partnership-based initiative.

1) *New issue in academic field mplementation of entrepreneurship concept on PWD empowerment*: From the review of the related literature, it can be seen that study on PWD empowerment through entrepreneurship is limited. The mainstream study about entrepreneurship focuses on mechanism to enhance the entrepreneurship spirit and orientation on ordinary people. Theory of Planned of Behavior (TPB) is generic model employed to predict the entrepreneurial of ordinary people. Hence, many scholars attempt to examine and to develop this model in different context and methods.

Dhaar and Farzana said that due to lack of study on disabled entrepreneurs, so little information is available on the kinds of how and why certain mechanism works in the ways they do, and the wider economic and social consequences of such mechanism [12]. This makes it difficult to generalize with a view to recommending the transfer of particular mechanism. In addition, some studies found that PWD entrepreneurs are commonly generated from client-centered initiatives, tailored to the particular concerns and aspirations of the individual recipient. This support should recognize the individual's very particular needs with regard to starting and running a business

with a particular impairment but also their specific capabilities in terms of business and management knowledge and skills, and other personal characteristics, which influence the ability to become, and remain, an entrepreneur.

2) *Development for social entrepreneurship study*: Social entrepreneurship is an alternative issue in entrepreneurship study, this new issue aims to develop entrepreneurship motivation from seeking profit and welfare orientation into more social orientation. Several social entrepreneurship studies examine the impact of social entrepreneurship on poverty alleviation and health promotion, but limited study try to examine disabilities as a cause of the poverty [13].

Domination of perspective that view PWD as a sick person that should be protected and exclusively separated from social live, is identified as constrains of development of studies cover issue about PWD empowerment generally, and specially study focusing on development of PWD. However, there is increasing awareness of government and people about equal right for PWD in all aspect of live. This trend creates the opportunity for scholars to do research on this issue.

3) *Public-private partnership-based initiative*: PWD empowerment is not only government responsible, but it also requires participation of other stakeholders, such as private sector, non-governmental organization or academician. These stakeholder are required to plays significant roles because governments have some limitation in the forms of; limited of financial, lack of coordination within government offices, and low level of creativity and innovation to perform empowerment for the poor and PWD. Roles played by stakeholders could be in the forms of vocational training for PWD, financial support (corporate social responsibility), or supervision.

Bisola and Imperatori argued to sustain social entrepreneurship activities, social stakeholders should be extended from internal stakeholders into external stakeholders, such as public and private sectors [14]. From a managerial point of view, this perspective helps social entrepreneurs, social managers and practitioners to deliberately recognize the strategic role of the social stakeholders and to activate practices to deal simultaneously with them. In addition, the social stakeholders, such as social clients and volunteers, are more similar to internal employees than to external parties.

C. Challenges of Entrepreneurship Approach on PWD Empowerment in Resapombo Village

PWD empowerment in Resapombo Village also provides issues regarding the challenges of sustainability of entrepreneurship approach on PWD empowerment. It has been mentioned before that KSM HM has been faced internal constraint of development that has been solved, but it does not mean that external conditions support the sustainability of this program, Observation from the field identified several challenges of sustainability of entrepreneurship approach on PWD empowerment in Resapombo Village: People perception about PWD, limited financial support, and low level reward for social workers.

1) *Changing the mind of people and PWD' family*: Due to domination of health-based paradigm in viewing PWD, empowerment for people with disability remain faces the social challenges. PWDs are considered to be a burden in the family and the family members prefer keeping them isolated from the rest of the society. In such a scenario, in order to prove that they are not a burden for the family and society and are as capable as anyone else, persons with disabilities develop the need for achieving something on their own. Thus entrepreneurial effort is the result of this need. The participants in the study reported that for them, entrepreneurship is the opportunity to do something for others that not only brings self-satisfaction but also offers a respectful position in the society.

Villagers of Resapombo, have some preset standards, norms, and modes of social conduct. These norms and conducts are followed strictly by families in order to remain within the society, especially in rural and semi-urban areas. Some of such norms and beliefs are sometimes prejudiced and discriminatory in nature. For example, social norms require that persons with disabilities should stay home, especially if that person is a female and lives in a rural area. Going outside of the home to work or otherwise is frowned upon. Such a mindset impacts how persons with disabilities act. From the study, it was found that KSM HM success to break this barrier, initially, by connecting and communicating with other PWDs with similar entrepreneurial interests. With collective support from PWDs and the help of different advocacy groups, they became aware of their rights and found hope to break the preset standards and beliefs of the society.

This issue has been discussed by Madyaningrum and Dhar and Farzana [4,12]. Madyaningrum, for instance founded that empowerment for PWD should play double functions; a transformative incubator and a mindset changer. Through these two enabling functions, empowerment for PWD may generate trusted based relationship. By having this relationship within social worker and PWD and within PWDs, the participants have been enabled to tackle the psychological, political and cultural dimensions of their discrimination and marginalization.

2) *Limited budget for development*: The next challenge faced by KSM HM in the implementing program of PWD empowerment is limited financial support. Although local government of Blitar institutionally supports the entrepreneurship approach on PWD Empowerment program, but it is not sufficient. This program takes places in village while budget allocation for PWD empowerment is available in district level hence accessing this financial support is time-consuming process. Meanwhile, to run the program, KSM HM urgently need money to buy raw material, to pay for PWD's wage, and to support daily expenses in office. As consequences, KSM HM seeks an alternative financial support, such a self capital and unbound financial source.

3) *Low level reward for social worker*: Another potential problem challenges the sustainability of this program is falling number of social workers involved in KSM HM due to low

level of reward. More than 60% of social workers decided to retire from social work and prefer to do another jobs that provides better compensation. Ns, the head of KSM HM said “There were twenty one social workers formally appointed by Pak Bupati to do PWD empowerment in Resapombo but there are six volunteers left. Several reasons implicitly mentioned by social workers, but all the reasons root on the low reward reason”.

According to Suharto, there are three types of social workers in Indonesia; voluntary social workers, functional and professional social workers [15]. Social workers are people with no educational background and working for non-governmental organization providing social services and doing social related activities, functional social workers are government officers who are pointed by government to do social workers, and professional workers are people with social workers bachelor education background and become member of the Indonesian Association of Professional Social Workers. Social workers in KSM HM are mostly voluntary social workers hence they do not a formal income from government, they only get from 20% percentage of Batik Ciprat sales value.

IV. CONCLUSION AND RECOMMENDATION

Poverty has been widely under study, especially in social entrepreneurship field, but limited study tries to explore causes of the poverty, including disability. This study describes the implementation of entrepreneurship approach on People with Disability (PWD) empowerment in Resapombo Village, Blitar District Indonesia. Using qualitative approach, this study found that new issue in academic field, development for social entrepreneurship study, and public-private partnership-based initiatives are the opportunities of entrepreneurship approach on PWD empowerment, while changing people perception about PWD, limited financial support, and low level reward for social workers are identified as challenges of this program. To sustain and develop the entrepreneurship approach n PWD empowerment, multi-social entrepreneurs stakeholders should be invited to participate and to support this project in the future. Government as leading sector should provide more incentives for private sectors interesting to this issue. The last but the least, this study also provides opportunities for the scholars to examine and to develops new conceptual model in PWD empowerment, specifically on entrepreneurship approach for PWD.

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